

James Madison University Bachelor of Business Administration in Marketing

Associate Transfer Degree Plan in Business

TRANSFER GUIDE
Catalog Years: 2023-2025

COURSE REQUIREMENTS

Complete at VCCS					Complete at James Madison University		
BACHELOR'S DEGREE REQUIREMENT		SATISFIED BY			BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	Gen ED*	CC Course	Notes	Course	Credits	Notes
UNST 000	1-2		SDV 100 or 101	ENG 111-112 both required to receive credit for WRTC 103 + WRTC 000	COB 204**	3	If not taken before transfer, COB 204 must be completed at JMU <u>prior</u> to advancing to junior/senior-level business coursework.
WRTC 000	3	PUA	ENG 111				
WRTC 103	3	UA	ENG 112				
JMU General Education Requirements***	3	PUA	Any UCGS Humanities or Fine Arts		Complete after being admitted to the College of Business		
JMU General Education Requirements***	3	UA	Any UCGS Humanities, Fine Arts, or Lit	From a different group than previous requirement	COB 300A	3	Integrative Business COB 300A Management COB 300B Finance COB 300C Operations COB 300D Marketing <i>Note: To qualify for admission to the College of Business and COB 300 coursework, you must earn a minimum B- in each BBA core course except calculus and managerial accounting and a minimum 3.0 cumulative GPA at VCCS.</i>
JMU General Education Requirements***	3	PUA	Any UCGS History		COB 300B	3	
ECON 200**	3	PUA	ECO 201	Must earn a grade of B	COB 300C	3	
JMU General Education Requirements***	4	PUA	Any UCGS Lab Science		COB 300D	3	
MATH 205 or 235**	3-4	PUA	MTH 261 or 263		MKTG 384	3	Integrated Marketing Communications
ECON 201**	3	UA	ECO 202	Must earn a grade of B	MKTG 385	3	Consumer Behavior
JMU General Education Requirements***	6-8	UA	CST 100 or 110, ITE 152, World Language, 2nd science	CST 100 or 110 recommended = SCOM 122 or 121	MKTG 430	3	Professional Selling
COB 241**	3		ACC 211	Must earn a grade of B	MKTG 482	3	Marketing Analytics
COB 242**	3		ACC 212		MKTG 485	3	Marketing Management
JMU General Education or Elective	3		BUS 100	BUS 100 = BUS 160	MKTG Elective	3	
COB 191**	3		BUS 224	Must earn a grade of B	MKTG Elective	3	

BLAW 000	3		BUS 240		MKTG Elective	3	
COB 291**	3		BUS 227	Must earn a grade of B	MKTG Elective	3	
COB 202**	3		BUS 270	Must earn a grade of B	COB 318	3	Legal and Ethical Environment of Business
COB 204**	3		Equivalent course at Blue Ridge, Laurel Ridge, Northern Virginia, Piedmont Virginia, or Southside CC or via Shared Services Distance Learning (SSDL)	If possible, choose ITE 100 at Northern Virginia or Southside CC, or ITE 120 at Blue Ridge, Laurel Ride or Piedmont VA CC. If you're at another VCCS school, consider enrolling in one of these courses through Shared Services Distance Learning (SSDL). Must earn a grade of B.	COB 487	3	Strategic Management
					Other coursework	12-15	Additional electives or coursework toward a minor to reach total credits required for the degree
Elective	3		ITE 140 recommended	= CIS 000 Not required at JMU, but helpful for future coursework. Take only if needed to reach 60 total credits for your associate degree.			
CREDITS PRE-TRANSFER: 60-62					CREDITS POST-TRANSFER: 60		

* **A** = Completion of the Associate Degree satisfies this General Education Requirement. **U** = This course satisfies a Uniform Certificate of General Studies requirement.

P = This course satisfies a Passport requirement.

**** = BBA Core Course at JMU. A minimum grade of B- must be earned in each of these core courses except calculus and managerial accounting.**

******* Students who complete an approved transferable associate degree will qualify for a full waiver of general education requirements at JMU. Students who will not be earning an approved transferable associate degree should complete core community college requirements with courses that also satisfy area requirements in JMU's general education program. For example, the WRTC 103 requirement can only be filled with ENG 111-112 at VCCS. Learn more about JMU general education equivalents offered at VCCS at www.jmu.edu/transfer/vccs-transfer/genedequiv.shtml. Email transferadvising@jmu.edu with questions.

TRANSFER GUIDANCE

Admission to JMU College of Business

By meeting the following criteria, you are eligible for admission into JMU's College of Business:

- Students must complete an approved transferable associate degree with a minimum GPA of 3.0 for guaranteed admission to JMU. Students who do not qualify for guaranteed admission are encouraged to apply to JMU through the regular admission process. For additional details about requirements for guaranteed admission, please see the JMU letter of intent for your community college: www.jmu.edu/admissions/apply/transfer-gaa.shtml.
- Transfer students must complete the nine lower-level BBA core courses with a minimum grade of B- in each core course and earn a cumulative GPA of 3.0 within VCCS for formal acceptance to the JMU business program (COB 300).
- Students who have not completed all nine lower-level BBA core courses can still declare the major but will need to complete remaining coursework with a BBA GPA of at least 2.7 on core courses taken at JMU in order to be formally accepted to the program. Completing the bachelor of business administration degree could take longer in this case. Contact a JMU CoB advisor to talk about how your courses will map to a business major at JMU.

IMPORTANT LINKS & DATES:

University Transfer Center: <https://www.jmu.edu/transfer/>

Register Intent to Transfer: Transfer applicants from a VCCS institution must submit a Letter of Intent prior to applying to JMU. Requirements and forms are available at: <https://www.jmu.edu/admissions/apply/transfer-GAA.shtml> or through College Connect at www.TransferVirginia.org

Admission Application: By March 1 for Fall or October 15 for Spring at <https://www.jmu.edu/admissions/apply/apply-online.shtml>

Financial Aid: <https://www.jmu.edu/financialaid>

FAFSA - Free Application for Federal Student Aid: Deadline is March 1. Learn more at <https://studentaid.gov/>

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

Create a schedule for all required courses in this transfer guide. Pay attention to prerequisites and when courses are offered. Complete your first math and English courses in your first year. For help, see Transfer Steps and Resource Center at www.TransferVirginia.org.

Connect with an advisor at your community college and a JMU transfer advisor within your first year. College Connect available in your account of www.TransferVirginia.org.

IS THIS DEGREE RIGHT FOR ME?

We take great pride in a tradition of vibrant instruction within a highly innovative and experiential marketing curriculum. If you are personable and enjoy working with data and in teams to solve challenging problems, then marketing might be for you.

WHAT IS THE IMPACT ON MY DEGREE OF WORK I HAVE ALREADY COMPLETED?

Associate Transfer Degree Completion: An approved transferable associate degree from a Virginia Community College will waive general education requirements at JMU.

Dual Enrollment – Completion of Associate Degree in HS: Students who complete a transferable associate degree from a Virginia Community College through Dual Enrollment will not be eligible for guaranteed admission but will receive the general education waiver at JMU. DE associate degree earners who want to make progress toward their intended major should follow the curriculum in this guide.

Credit for Prior Learning: Credit for prior learning may be awarded differently at JMU than at your previous institution. JMU accepts and reviews AP, IB CIE, and CLEP examinations for all students with eligible scores. JMU will complete an independent review of the test score to apply credit to your JMU student record. Other credit for prior learning is awarded on a per case basis for the ADP and RN-BSN programs in consultation with the department of expertise. Credit for learning acquired in military service is awarded by the registrar's office using the ACE guide credit recommendation for study/experience listed on the military transcript and in consultation with the department of expertise.

Catalog Year: Catalog year determined by first semester of attendance at JMU

IS THIS COLLEGE RIGHT FOR ME?

JMU is a mid to large size institution that behaves more like a smaller institution. Faculty and staff hold students as the top priority. JMU has a 96% satisfaction rate. 88% of classes have less than 50 students. JMU is the #1 most recommended public University in the US by the Wall Street Journal and Times Higher Education; JMU is the #1 Best College for Employment in Virginia according to U.S. Department of Education statistics compiled by Zippia. JMU has the highest post-graduation job levels of all Virginia colleges. Learn more about our college at www.jmu.edu and www.TransferVirginia.org. The JMU College of Business is a traditional undergraduate business program. Required coursework is mostly taught in-person and during daytime hours.

DID YOU KNOW THAT...

Half of the credits required for your JMU degree must come from a 4-year institution. For College of Business majors at JMU, 120 credits are required for graduation, so you'll need to complete at least 60 credits at JMU after transferring from a community college (unless you have credits from a different 4-year institution).

Students who may be eligible for Virginia's Two-Year College Transfer Grant should transfer in the fall or spring immediately following the completion of their associate degree. Learn more about the state transfer grant here: <https://www.schev.edu/financial-aid/financial-aid/federal-state-financial-aid/two-year-college-transfer-grant>.

Completing your Associate transfer degree post-high school satisfies all lower division general education requirements and increases the chance of completing your bachelor's degree.

Exceeding 3 years or 90 credits at your community college means you may have exhausted your financial aid at that college and have limited your future financial aid at JMU.

WHAT CAN I DO WITH THIS DEGREE?

Explore possible careers, salaries, and job outlook at www.TransferVirginia.org

PROGRAM SUCCESSES & HIGHLIGHTS

JMU's marketing program allows you to pursue a broad perspective of the marketing discipline, or to tailor your course of study to focus on the specialized areas of professional sales or digital marketing. The Department of Marketing is one of the largest majors at JMU and is home to seven marketing student organizations and honor societies. Marketing internships and externships are also important steps in preparing for a marketing career in your field of study.

The College of Business is among only 5% of business schools with accreditation by AACSB International (The Association to Advance Collegiate Schools of Business). The JMU Department of Marketing has been ranked #7 for the Best Colleges for Marketing by University HQ. You can view more highlights for the marketing program at <https://www.jmu.edu/cob/marketing/about/highlights.shtml>.

Based on a sample population, the vast majority of College of Business graduates are employed, in graduate school, continuing education or engaged in other career-related endeavors within 6 months of graduation. You can find data about the successes of recent graduates at <https://www.jmu.edu/cob/prospective-students/polishing-performance.shtml>.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

Generally, two-thirds of transfer applicants are admitted to JMU. Competitive applicants will have mostly As & Bs and have completed at least one class in each of our four core areas (English, mathematics, lab science, and social science).

JMU defines a transfer student as a student that has graduated from high school (or holds a GED equivalency) AND has taken courses in college after high school graduation.

Learn more about applying at <https://www.jmu.edu/transfer/> or www.TransferVirginia.org.

DO MORE WITH YOUR DEGREE!

The emerging digital marketing sector is attracting marketing graduates interested in paid search, display advertising, marketing analytics, search engine optimization, content marketing, mobile marketing, email marketing and social media. Students who graduate with the digital marketing concentration will understand the foundational theory and best practices related to driving website traffic and making data-driven decisions. Students will complete industry-recognized certifications within the digital marketing electives and will be encouraged to complete other external certifications that relate to their career goals. Students will learn to use appropriate industry tools for the classes in which they enroll such as website builders, email service providers, content creation tools, social media planning dashboards and keyword planning tools. Students will learn the development process for digital marketing platforms and to connect the creation of materials to marketing strategies and measurable objectives. After completing the concentration, students will understand the use of digital marketing in contributing to the overall achievement of the organization's business objectives.

The professional sales concentration prepares students for careers in sales that focus on business customers and, in most cases, on the selling of relatively complex and technical products and services.