

COURSE REQUIREMENTS

Complete at VCCS				Complete at Lynchburg		
BACHELOR'S DEGREE REQUIREMENT	SATISFIED BY			BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	CC Course	Notes	Course	Credits	Notes
No Transfer Credit	1-2	SDV 100 College Success Skills or 101 Orientation		BUAD 185	3	
ENGL 110	3	ENG 111 College Comp I		BUAD 241	3	
ENGL 123W	3	ENG 112 College Comp II	Transfers as ENGL 123	BUAD 441W	3	
Fine Arts and Humanities Requirement	3	Any of the following from UCGS Art or Humanities Arts: ART 100, CST 130, CST 151, MUS 121, MUS 226 Humanities: HUM 220, PHI 220	These two courses must come from two different disciplines.	FIN 317	3	
Fine Arts and Humanities Requirement	3	Any UCGS Art or Humanities (choose from a category not taken above), or Lit Literature: ENG 245 or 246		MGMT 262	3	
Fine Arts and Humanities Requirement	3	Any of the following from UCGS History: HIST 101, 102, 111, or 112	Transfers as HIST 103	MGMT 310	3	
ECON 202	3	ECO 201 Macroeconomics	Covers Social Science Literacy Requirement	MGMT 344	3	
Scientific Literacy Requirement	4	Any of the following from UCGS Natural Sciences: BIO 106, CHM 101, CHM 111, CHM 112, ENV 121, ENV 122, GOL 105, GOL 106, GOL 110, PHY 100, PHY 201, PHY 202, PHY 241, PHY 242		MKTG 371	3	

Elective	3-4	MTH 161 Precalculus I		MKTG 375W	3	
ECON 201	3	ECO 202 Microeconomics		MKTG 379	3	
COMM 101	3-4	CST 100 Public Speaking or CST 110 Human Comm		MKTG 451	3	
Elective	3	ACC 211 Accounting I		Major Electives	6	Two courses from the following: BUAD 397 MKTG 200 MKTG 372 MKTG 374 MKTG 377 MKTG 380 MKTG 398 MKTG 399 MKTG 425
ACCT 200	3	ACC 212 Accounting II		General Electives	21	
BUAD 100	3	BUS 100 Intro to Business				
Elective	3	BUS 224 Business Stat				
Elective	3	BUS 240 Business Law				
MGMT 260 Elective Elective Elective Elective MKTG 209	3	Select one course from: BUS 200 Management, BUS 274 Entrepreneurship, BUS 227 Business Analytics, BUS 270 Interpersonal Dynamics, BUS 280 International Business, ITE 140 Spreadsheets, MKT 201 Intro to Marketing	BUS 200 Recommended			
MGMT 260 Elective Elective Elective Elective MKTG 209	3	Select one course from: BUS 200 Management, BUS 274 Entrepreneurship, BUS 227 Business Analytics, BUS 270 Interpersonal Dynamics, BUS 280 International Business, ITE 140 Spreadsheets, MKT 201 Intro to Marketing	MKT 201 Recommended			
MATH 106 Elective/MATH 102 MATH 102	Up to 9	Any course listed above, MTH 154 Quantitative Reasoning, MTH 161/162 Precalc I/II, or MTH 167 Precalc with Trig	Covers Quantitative Reasoning requirement			
CREDITS PRE-TRANSFER: 60-62				CREDITS POST-TRANSFER: 60		

TRANSFER GUIDANCE

Guaranteed Admission Agreement: University of Lynchburg

By meeting the following criteria, you are guaranteed admission into the University of Lynchburg.

This agreement does not guarantee your enrollment in any specific major. Graduate from a transfer-oriented degree program at a Virginia community college

- Graduate with a cumulative GPA of 2.0 or higher
- Submit an official transcript showing completion of the associate degree

Please visit the TransferVirginia.org portal to find course requirements for different majors (Transfer Tools) and **Transfer Guides** that outline course requirements for specific majors. (Resource Center)

IMPORTANT LINKS & DATES:

- **Transfer Information:** <https://www.lynchburg.edu/undergraduate-admission/for-applicants/transfer-and-access-adult-student-guide/>
- Apply by July 31 for Fall semester
- Apply by December 19 for Spring semester
- **Admission Application:** <https://www.lynchburg.edu/undergraduate-admission/for-applicants/how-to-apply/transfer-application-steps/>
- **Financial Aid:** <https://www.lynchburg.edu/undergraduate-admission/financial-aid/>
- **FAFSA - Free Application for Federal Student Aid:** Apply at studentaid.gov

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

- Create a schedule for all required courses, 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 University of Lynchburg within your first year. College Connect available in your account at www.TransferVirginia.org

IS THIS DEGREE RIGHT FOR ME?

- Marketing is about creating and growing value in an increasingly globalized and digital economy. Studying marketing at Lynchburg will equip you to deliver that value across diverse corporate and organizational settings through data-driven strategic planning and a broad toolkit of modern and effective techniques.
- Our faculty understands the evolving nature of marketing and will equip you to be a driving force for change in the world. Regardless of your career goals, you'll have the power to positively impact people's lives by providing them with the goods, services, and ideas they need.
- Core business classes will teach you the foundational basics of economics and management. Your marketing classes will teach you how to create, manage, communicate, and deliver value to the market using tools like market research, consumer behavior, marketing communications, sales, retailing, merchandising, and online marketing. You can apply your skills in real-life

scenarios, whether developing your promotional website or working with an established organization at an internship.

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

- **Associate Transfer Degree Completion:** Fulfills the majority of DELL General Education courses. DELL 400W: Senior-Year Seminar is still required.
- **Dual Enrollment – Completion of Associate Degree in HS:** Lynchburg does not differentiate between an Associate degree earned through a Dual Enrollment program and one earned in attendance at a VCCS institution
- **Credit for Prior Learning:** AP, IB, CLEP, and DANTES are evaluated for credit
- **Catalog Year:** Catalog year is determined by the first semester attended at the University of Lynchburg

IS THIS COLLEGE RIGHT FOR ME?

- University of Lynchburg (known as Lynchburg College until 2018) is a small, private university in Lynchburg, Virginia offering more than 100 academic programs including master's and doctoral level degrees.
- Lynchburg is a welcome and inclusive community open to all students seeking to be an active part of engaged learning, developing mentoring relationships with faculty, participating in student life and community service on and off campus in an effort to be responsible citizens now and in the future.
- Scholarships and financial aid are awarded to all students and is often equal to the cost of attending a public university.
- Recognized as one of forty colleges that change lives in the book "Colleges That Change Lives" which has brought national recognition to UL, we are also recognized in US News & World Report and Princeton Review.

Learn more about our college at www.TransferVirginia.org

DID YOU KNOW THAT...

- Completing your Associate transfer degree satisfies the majority of your DELL 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 the University of Lynchburg?
- Up to 76 credits are eligible for transfer at the University of Lynchburg? Priority will be given to major courses, minor courses, and general education courses covered from transfer credit.

WHAT CAN I DO WITH THIS DEGREE?

Common careers include the following:

- Marketing specialist: \$63,790
- Market research analyst: \$65,810
- Advertising manager: \$141,490
- Sales manager: \$126,640

- Public relations specialist: \$62,810
- Brand manager: \$105,720
- Digital marketing manager: \$141,490
- Media buyer: \$67,530
- Product manager: \$126,640
- Social media manager: \$63,790

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

PROGRAM SUCCESSES & HIGHLIGHTS

What are some of our graduates doing?

- Senior vice president of technical management services, Proxtronics, Inc.
- Director of education and certification, National Association of College Auxiliary Services
- Tax representative, Virginia Department of Taxation
- Market development manager, Coca-Cola Refreshments
- Marketing specialist, Siemens

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

Any prospective student applying to the University of Lynchburg who meets the GAA criteria will automatically be accepted. Students who do not fall under the GAA agreement will still be accepted if their GPA is at least 2.0.

Learn more about applying at www.TransferVirginia.org

DO MORE WITH YOUR DEGREE!

- The University of Lynchburg offers an excellent opportunity to kickstart your career in marketing with our innovative and interactive degree program. Marketing jobs may increase by 6% over the next decade, driven by the increasing emphasis on digital marketing, market research, and analytics in today's business landscape.
- As companies seek to expand their reach and engage with consumers across multiple channels, the demand for skilled marketing professionals is expected to remain strong. Also, technology advancements and the growing importance of data-driven decision-making are creating new opportunities in areas such as social media marketing, content creation, and marketing automation.

OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

- No additional requirements, but an internship is highly encouraged