

Virginia Commonwealth University Bachelor of Science in Marketing with a concentration in product and brand management (offered in-person or online)

TRANSFER GUIDE
Catalog Years: 2025-2026

Associate Transfer Degree Plan in Business

COURSE REQUIREMENTS

Complete at VCCS				Complete at VCU		
BACHELOR'S DEGREE REQUIREMENT		SATISFIED BY		BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	CC Course	Notes	Course	Credits	Notes
UNIV 101	1-2	SDV 100 College Success Skills or SDV 101 Orientation to _		MKTG 302	3	
UNIV 111-112	3	ENG 111 College Comp I	UNIV 111 is waived and students receive 3 credits for UNIV 112.	MKTG 315	3	
UNIV 200	3	ENG 112 College Comp II		MKTG/INTL 320	3	
General Education	3	Any UCGS Art, Humanities or Literature course (Block II)		MKTG 310	3	
General Education	3	Any UCGS Art, Humanities or Literature course (Block II)	This course must be from different category than previous course.	MKTG 450	3	
General Education	3	Any UCGS History course (Block VI)		Select 2 from: MKTG 330, MKTG 345, MKTG 430, MKTG 440, MKTG 442, INNO 460	6	
ECON 211	3	ECO 201 Macroeconomics		Marketing electives (select 3)	9	See VCU advisor for course options.
General Education	4	Any UCGS Natural Science (Block IV)		BUSN 301	1	
MATH 141	3	MTH 161 Precalculus I		BUSN 499	0	Business Knowledge Capstone Exam
ECON 210	3	ECO 202 Microeconomics		FIRE 311	3	

BUSN 225	3	CST 100 Public Speaking or CST 110 Human Communication		INFO 360 or ACCT 307	3	
ACCT 203	3	ACC 211 Accounting I		MGMT 303	3	
ACCT 204	3	ACC 212 Accounting II		MGMT 310	3	
BUSN 201	3	BUS 100 Intro to Business		MGMT 434	3	
SCMA 301	3	BUS 224 Business Statistics		MKTG 301	3	
BUSN 323	3	BUS 240 Business Law		SCMA 320	3	
BUSN 212	3	MTH 261 Applied Calculus		Open electives	8	
Electives	6	Select 2 courses listed below: ITE 140 Spreadsheets for Business (recommended) BUS 200 Principles of Management BUS 270 Interpersonal Dynamics BUS 274 Intro to Entrepreneurship BUS 280 International Business MKT 201 Introduction to Marketing BUS 227 Business Analytics				
Elective	4	Any approved transfer elective(s)	Select any additional course(s) from UCGS.			
CREDITS PRE-TRANSFER: 60				CREDITS POST-TRANSFER: 60		

TRANSFER GUIDANCE

This degree program is covered by VCU's Guaranteed Admission Agreement.

By meeting the following criteria, you are guaranteed admission to the BS in Marketing program at VCU:

- Earn the transfer associate degree in business.
- Earn a minimum GPA of 2.5 for your associate degree. VCU will recognize the cumulative GPA as recorded on the VCCS transcript and not recalculate based on multiple course attempts.
- Complete a minimum of 30 credits at VCCS institution
- Earn grades of "C" or higher in all community college courses.

IMPORTANT LINKS & DATES:

- **University Transfer Center:** <https://transfer.vcu.edu/>.
- **Register Intent to Transfer:** <https://ugradadmissions.vcu.edu/register/letterofinterest>.
- **Admission Application:** By March 15 for fall admission and November 1 for spring at <https://www.vcu.edu/admissions/apply/>.
- **Financial Aid:** <https://semss.vcu.edu/our-services/financial-resources-and-guidance/>.
- **FAFSA - Free Application for Federal Student Aid:** March 1 for fall semester at <https://studentaid.gov/h/apply-for-aid/fafsa>.

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

- Complete your English courses and any math prerequisites in your first year.
- Create a schedule for all required courses, pay attention to prerequisites and when courses are offered. For help, see Transfer Steps and Resource Center at www.TransferVirginia.org.
- Connect with an advisor at your community college and the VCU Transfer Center within your first semester through your account at www.TransferVirginia.org.

IS THIS DEGREE RIGHT FOR ME?

The B.S. in marketing provides students with a broad working knowledge of contemporary marketing philosophy and practice. The concentration in product and brand management gives students a focus on product and service development, as well as branding strategy. Graduates of this program will find career opportunities in marketing and brand management, advertising, sales, public relations, retailing and other areas of business.

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

- **Associate Transfer Degree Completion:** The completion of a transfer associate degree results in all lower-division general education requirements being met when you transfer to VCU.

- **Dual Enrollment – Completion of Associate Degree in HS:** The completion of an associate degree concurrent with high school results in 60 credits of coursework applied towards your degree and VCU's general education courses will be satisfied. High school students must apply to VCU as freshman applicants for orientation and engagement purposes.
- **Credit for Prior Learning:** VCU accepts AP, IB, Cambridge, CLEP, DANTES, and military credits.
- **Catalog Year:** VCU will honor the degree requirements of the VCU Undergraduate Bulletin in effect at the time of the student's first post-high school enrollment into an appropriate associate degree at the two-year institution. Students must stay enrolled at their community college and take no more than four years to complete their associate degree. Students must also enroll at VCU within one year of completing their associate degree.

IS THIS COLLEGE RIGHT FOR ME?

- Located in downtown Richmond, within two hours of the beach, the mountains and Washington DC, VCU provides top-ranked academic programs, research opportunities and an urban setting so students can live and learn in the real world.
- VCU is a large, public research institution dedicated to the success and well-being of students and the Richmond community.
- Diversity, inclusion and equity are deeply ingrained core values at VCU. If you are looking to connect with a broad range of people, come join us!.

Learn more about our college at www.TransferVirginia.org.

DID YOU KNOW THAT...

- Completing your associate transfer degree satisfies all lower division general education requirements and increases the likelihood you will complete your bachelor's degree?
- Exceeding 3 years or 90 credits at your community college could exhaust your financial aid there and reduce your future financial aid at VCU?

WHAT CAN I DO WITH THIS DEGREE?

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

PROGRAM SUCCESSES & HIGHLIGHTS

Elective courses allow students to tailor their program of study to their individual backgrounds, interests and career aspirations.

The Department of Marketing offers several ways for students to connect with the marketing industry.

VCU Marketing Industry Connections:

- American Marketing Association: Network with business professionals, develop new marketing skills and meet fellow students with similar professional interests.

- Center for International Business Advancement: VCU hosts this annual event to create awareness of global commerce and the related international forces that shape our world.
- VCU Marketing Roundtable: The VCU School of Business and Richmond-area senior-level marketing executives work together to foster thought leadership.
- VCU Academy of Selling: An academic incubator for developing professional sales talent.
- Verizon Speaker Series: Executives, experts and industry leaders share business insights, personal experiences and strategies for success.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

- If you apply through general application instead of through the Guaranteed Program Admission Agreement, you will be considered for admission with all other transfer applicants.

Learn more about applying at www.TransferVirginia.org.

DO MORE WITH YOUR DEGREE!

Students are encouraged to pursue an internship in marketing during their degree.

OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

- All students must complete at least one VCU “REAL” experiential learning activity in order to graduate from VCU. Examples of REAL activities include: internships, research, and service learning. This requirement may be satisfied by completing a 300-level (or higher) REAL course or through an approved REAL co-curricular experience.

Learn more at <https://real.vcu.edu/>