

Virginia Commonwealth University Bachelor of Science in Mass Communications with a concentration in Advertising/Strategic

TRANSFER GUIDE
Catalog Years: 2025-2027

Associate Transfer Degree Plan in Communication

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 101 Orientation		MASC 274	3	
UNIV 111-112	3	ENG 111 College Comp I	UNIV 111 is waived and students receive 3 credits for UNIV 112.	MASC 300	3	
UNIV 200	3	ENG 112 College Comp II		MASC 380	3	
ARTH 104	3	ART 102 History of Art		MASC 390	3	
ENGL equivalent	3	ENG literature (select from ENG 225, 245, 246, 250, 255, 258, 275)		MASC 408	3	
ECON 1XX	3	ECO 150 Economic Essentials	Substitutes for the ECON 203 requirement at VCU.	MASC 493	3	
HIST 103 or HIST 104	3	HIS 121 U.S. History I or HIS 122 U.S. History II		MASC 499	3	
General Education	4	Any UCGS Natural Sciences (Block IV)		MASC 201	3	Take in first semester at VCU
STAT 208	3	MTH 155 Statistical Reasoning (or MTH 245)		MASC 398	3	
General Education	3	CST 100 Principles of Public Speaking or CST 110 Introduction to Human Communication		MASC 399	3	
General Education	3-4	Any UCGS transfer course		MASC 459	3	

MASC 101 (major)	3	CST 114 Survey of Mass Media		MASC 481	3	
SPCH 2XX (elective)	3	CST 201 Intro to Communication Theory and Research		MASC electives	9	
MASC 203 (major)	3	CST 228 Writing Across Media		MKTG 301	3	
Elective	3	ENG 121 Intro to Journalism CST 221 Public Relations CST 126 Interpersonal Communication CST 229 Intercultural Communication.		POLI or URSP upper-level course	3	
VCU equivalents	6-8	Foreign Language 101-102 or transfer elective (if eligible for waiver).	VCU's foreign language requirement can be waived if students completed 3 or more years of a foreign language at high school.	Upper-level ENGL literature course	3	
VCU equivalents	7-10	If students have completed all requirements, they can choose to take courses from previous rows of concentration courses or additional transfer electives.	Take MTH 154 or MTH 161 if selecting MTH 245 to fulfill Statistics requirement above.	Electives	6	
CREDITS PRE-TRANSFER: 60				CREDITS POST-TRANSFER: 60		

TRANSFER GUIDANCE

Guaranteed Admission Agreement for VCU

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

- Earn the transfer associate degree.
- 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 (<https://transfer.vcu.edu/>) in your first semester.

IS THIS DEGREE RIGHT FOR ME?

- The Robertson School of Media and Culture prepares effective and skilled communicators through quality instruction, advising and student services, based on real-world applications. Through research, professional service and scholarship in applied communications, the school advances the knowledge and practice of a multidisciplinary and evolving media environment. The school values truth, ethics, creativity, innovation, collaboration, cultural diversity, shared governance and community engagement.
- The concentration in advertising prepares students for careers at advertising agencies, marketing departments of corporations or service organizations and media companies. Creative advertising students are good with Adobe, ideas and creative writing. Strategy advertising students are good with data, execution, research, and people.

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

- The Ad Club has a mentoring program within and refers out to the Richmond Ad Club for professional mentoring. Each fall and spring the advertising faculty organize a portfolio review where advertising professionals come to critique student work; sometimes, students are offered jobs from the portfolio review. The portfolio review is also a good experience for underclassmen to see what is in store for them.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

- If you apply through general application instead of through the Guaranteed 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!

- The Ad Club provides a lot of great opportunities for students like the Strategic Workshop. CreateAthon is a unique program that allows students volunteering, real-world experiences as well as leadership opportunities. Finally, students work with real clients in their capstone classes.

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/>.