

**ACADEMIC PROGRAM ARTICULATION AGREEMENT BETWEEN
COMMUNITY COLLEGE OF BALTIMORE COUNTY AND
STEVENSON UNIVERSITY REGARDING TRANSFER FROM
ASSOCIATE OF ARTS IN HUMANITIES AND SOCIAL SCIENCES AREA
OF CONCENTRATION IN COMMUNICATION AND MEDIA STUDIES
TO
BACHELOR OF SCIENCE IN BUSINESS COMMUNICATION**

This Academic Program Articulation Agreement (“Agreement”) is entered into by and between **Community College of Baltimore County** (the “Sending Institution”) and Stevenson university (the “Receiving Institution”) (collectively, the “Institutions”) to facilitate the transfer of academic credits from **Associate of Arts in Humanities and Social Sciences AOC Communication and Media Studies** for the completion of the Bachelor of Science in Business Communication (the “Program(s)”).

Transfer Plan

Community College of Baltimore County

**A.A. in Humanities and Social Sciences AOC Communication and Media Studies
to Stevenson University B.S. in Business Communication**

This transfer plan is intended for students pursuing A.A. Humanities and Social Sciences AOC Communication and Media Studies at Community College of Baltimore County who are interested in pursuing a B.S. in Business Communication at Stevenson University. The equivalencies below demonstrate how a student can meet both the requirements of the associate degree and prepare for a seamless transfer to Stevenson University. Any student who enters Stevenson with an A.A. or A.S. degree will have completed all general education requirements with the exception of Composition II if not taken at the community college. Please note:

- Only courses that have course equivalencies are displayed. This guide does not show all transferable courses from this college. It also does not display all Stevenson University Online courses that will fulfill a specific requirement.
- Stevenson grants credit by exam through CLEP, DANTEs, IB, and AP. More information can be found in the Stevenson catalog. For financial aid and scholarship information, please see: <https://www.stevenson.edu/online/admissions-aid/financial-aid/online-undergraduate/index.html>
- For financial aid and scholarship information, please see: <https://www.stevenson.edu/online/admissions-aid/financial-aid/online-undergraduate/index.html>
- Transfer plans are intended to be used as planning tools. If you need additional assistance in selecting courses to take prior to transferring to Stevenson, contact Stevenson University Online Admissions at 443-334-3300.

Credit Categories	Community College of Baltimore County Classes	Stevenson University Classes	Credits
Program Requirements	Concentration Required Courses: <ul style="list-style-type: none"> • CMNS 205 - Business and Professional Communication • CMNS 252 - Intercultural Communication • MCOM 112 - Introduction to Applied Advertising, Public Relations, and Marketing • MCOM 151 - Introduction to Journalism 	<ul style="list-style-type: none"> • CM 260: Business and Professional Communication • CM 211: Intercultural Communication • CM 275: Principles and Practices of Public Relations • CM 253: Journalism I 	12
	Two-Semester Sequence: <ul style="list-style-type: none"> • CMNS 250 – Interpersonal Communication • CMNS 251 – Small Group Communication 	<ul style="list-style-type: none"> • CM 115: Interpersonal Communication • CM 255: Small Group Communication 	6
	Critical Thinking (choose one) <ul style="list-style-type: none"> • PHIL 101 - Introduction to Philosophy • PHIL 103 - Critical Thinking • PHIL 240 - Ethics SU Recommends: <ul style="list-style-type: none"> • PHIL 240 - Ethics 	<ul style="list-style-type: none"> • CM 205: Communication Ethics 	3
	Program Electives (3-5 credits): <ul style="list-style-type: none"> • CMNS 133 - Voice and Diction Or • THTR 133 - Voice and Diction • CMNS 203 - Advanced Public Speaking • CMNS 271 - Internship in Communications or • CMNS 272 - Internship in Communications or 	<ul style="list-style-type: none"> • CM 254: Journalism II**Fulfills Writing Requirement • CM 300: Advanced Public Speaking (Program Elective) • CM 299: Communication (Program Elective) • THEA 210: Acting for the camera (Program Elective) • FMI 101: Cinema I: Storytelling (Program Elective) 	3-6

Credit Categories	Community College of Baltimore County Classes	Stevenson University Classes	Credits
	<ul style="list-style-type: none"> • CMNS 273 - Internship in Communications or • MCOM 271 - Internship in Communications or • MCOM 272 - Internship in Communications or • MCOM 273 - Internship in Communications • HIST 150 - Movies: History & Art or • MCOM 150 - Movies: History and Art • MCOM 135 - Acting for the Camera • MCOM 149 - Television and Radio Announcing • MCOM 152 - Newspaper and Online Journalism <p>SU Recommends:</p> <ul style="list-style-type: none"> • MCOM 152 - Newspaper and Online Journalism • CMNS 203 - Advanced Public Speaking • CMNS 271-273: Internship • MCOM 135 - Acting for the Camera • HIST/MCOM 150 – Movies: History and Art 		
GENERAL EDUCATION REQUIREMENTS			
English Composition	ENGL 101 College Composition I	ENG 151: English Composition	3

Credit Categories	Community College of Baltimore County Classes	Stevenson University Classes	Credits
and literature (3 credits)			
English Composition and literature (3 credits)	ENGL 102 College Composition II	ENG 152: Writing About Literature	3
Arts and Humanities	<ul style="list-style-type: none"> • CMNS 101: Fundamentals of Communication • <i>Humanities Course</i> SU Recommends: <ul style="list-style-type: none"> • MCOMM 111: Introduction to Mass Media 	<ul style="list-style-type: none"> • CM 101: Public Speaking • CM 270: New Media Communication 	6
Biological and Physical Sciences	<ul style="list-style-type: none"> • Lab Course • An additional course from <u>CCBC Gen Ed Biological and Physical Sciences Courses</u> 	<i>Science and Mathematics requirement</i>	7-8
Information Technology	SU Recommends: <ul style="list-style-type: none"> • ARTD 109 Introduction to Interactive Media 	<ul style="list-style-type: none"> • GDES 125: Fundamentals of Digital Media 	3
Wellness and Health	See <u>CCBC Gen Ed Wellness and Health Courses</u>	<i>General Elective</i>	3
Mathematics	SU recommends <ul style="list-style-type: none"> • Math 153: Introduction to Statistical Methods 	<ul style="list-style-type: none"> • Math 136: Introduction to Statistics 	4
Social and Behavioral Sciences	<ul style="list-style-type: none"> • Social and Behavioral Science General Education Course • Social and Behavioral Science General Education Course 	<ul style="list-style-type: none"> • Social Science Requirement • Social Science Requirement 	6

Remaining Courses to be taken at Stevenson

Students who complete the plan above (including recommended courses) and earn the A.A. in Communication and Media Studies will take the following courses at Stevenson to meet the B.S. requirements. Students who transfer before completing the AS may have more general education and program requirements to take and fewer free electives.

General Education (0 credits)

Program Requirements (Business Communication - 46 credits)

Communication Core Required Courses - (10 Credits)

CM 290 Internship Preparation

CM 310 Conflict Resolution and Negotiation
CM 390 Organizational Communication
CM 401 Senior Internship

Business Core Required Courses - (12 Credits)

MGT 204 Principles of Management
MKT 206 Principles of Marketing
MKT 311 Consumer Behavior
MKT 336 Integrated Marketing Communication

Design Core Required Courses- (6 Credits)

GDES 270 Introduction to Corporate Communication Design
PHOTO
141 Basic Digital Photography

Technology Core Requirements - Choose 6 credits from the following

ENG 256 Fundamentals of Digital Media
GDES 208 Web Design I
IS 135 MS Office Applications
IS 260 Presentation Theory and Application

Writing Core Options - Choose 6 Credits

CM 303/ENG
303 Feature Writing
CM 304/ENG
304 Magazine Writing and Publishing
CM 305/ENG
305 Journalism Practicum
CM 314/ENG
314 Public Relations Writing
CM 323 Writing for the Web
ENG 224 Introduction to Creative Writing
ENG 324 Creative Writing: Non-Fiction

Program Elective Options - Choose 6 Credits

CM 120 Human Communication
CM 265 Event Planning and Publicity
CM 275 Principles and Practices of Public Relations
CM 300 Advanced Public Speaking
CM
305/ENG
305 Journalism Practicum
CM 380 The Advertising Campaign
CM 402 Special Topics in Communication

ENG 225	Topics in Creative Writing
ENG 381	Themes in Literature
FMI 101	Cinema I: Storytelling
FMI 102	Cinema II: Continuity
FMI 204	Broadcast Production
MGT 204	Principles of Management
MGT 235	Introduction to Sports Management
MKT 307	Market Research
MKT 315	Sports Marketing
MKT 316	Principles of Negotiation and Sales
MKT 325	International Marketing

Electives (12-14) credits

Total credits to be taken at Stevenson: 58-61

1. Additional Provisions

- Courses that fulfill program requirements are only eligible for transfer if students have earned a grade of “C” or better. Courses used to fulfill only general education requirements are eligible for transfer if students have earned a grade of “D” or better.
- Students must maintain a (a 2.5) cumulative grade point average in order to transfer.
- Stevenson participates in general education block transfer. Students entering Stevenson with an A.A., A.S., or A.A.T. degree from a Maryland community college will have met all of Stevenson’s general education requirements, with the exception of a second composition course if not already taken. The equivalencies below detail the coursework students would take under the block transfer program. Not all programs are eligible for block transfer.
- Students intending to transfer should complete the admission application for Stevenson University following the third semester of their Associate Degree program. Students should contact the Financial Aid Office at Stevenson University as soon as possible in regard to college deadlines for financial aid. Students who have completed an associate degree at a Maryland community college are guaranteed admissions to Stevenson.

A. Term and Termination

1. This agreement shall be effective on the date that it is signed by the appropriate and authorized representatives of each Institution.
2. Either Institution may, at its sole discretion, terminate this Agreement upon delivering 60 days written notice to the other Institution and the Maryland Higher Education Commission.

3. Both Institutions agree to meet once every 2 year(s) to review the terms of this agreement, and renew or apply edits in written correspondence, copied to each party referenced in this document.