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.
<table>
<thead>
<tr>
<th>Credit Categories</th>
<th>Community College of Baltimore County Classes</th>
<th>Stevenson University Classes</th>
<th>Credits</th>
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| Program Requirements | **Concentration Required Courses:**  
  - 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  
 |  
  - 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:**  
  - CMNS 250 – Interpersonal Communication  
  - CMNS 251 – Small Group Communication  
 |  
  - CM 115: Interpersonal Communication  
  - CM 255: Small Group Communication  
 | 6 |
|  | **Critical Thinking (choose one)**  
  - PHIL 101 - Introduction to Philosophy  
  - PHIL 103 - Critical Thinking  
  - PHIL 240 - Ethics  
 |  
  - CM 205: Communication Ethics  
 | 3 |
|  | **SU Recommends:**  
  - PHIL 240 - Ethics  
 |  
  - 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 |
|  | **Program Electives (3-5 credits):**  
  - 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  
 |  
  - CM 298: Public Speaking (Program Elective)  
  - CM 299: Communication (Program Elective)  
  - THEA 210: Acting for the camera (Program Elective)  
  - FMI 101: Cinema I: Storytelling (Program Elective)  
<p>| 3-6 |</p>
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<tr>
<td></td>
<td>• CMNS 273 - Internship in Communications or</td>
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<td>• MCOM 271 - Internship in Communications or</td>
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<td>• MCOM 272 - Internship in Communications or</td>
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<td>• MCOM 273 - Internship in Communications</td>
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<td></td>
<td>• HIST 150 - Movies: History &amp; Art or</td>
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<td>• MCOM 150 - Movies: History and Art</td>
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<td>• MCOM 135 - Acting for the Camera</td>
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<td></td>
<td>• MCOM 149 - Television and Radio Announcing</td>
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<td>• MCOM 152 - Newspaper and Online Journalism</td>
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<tr>
<td><strong>SU Recommends:</strong></td>
<td>• MCOM 152 - Newspaper and Online Journalism</td>
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<td></td>
<td>• CMNS 203 - Advanced Public Speaking</td>
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<td>• CMNS 271-273: Internship</td>
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<td>• MCOM 135 - Acting for the Camera</td>
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<td>• HIST/MCOM 150 – Movies: History and Art</td>
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<td><strong>GENERAL EDUCATION REQUIREMENTS</strong></td>
<td>ENGL 101 College Composition I</td>
<td>ENG 151: English Composition</td>
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<td>and literature (3 credits)</td>
<td>ENGL 102 College Composition II</td>
<td>ENG 152: Writing About Literature</td>
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| English Composition and literature (3 credits) | CMNS 101: Fundamentals of Communication  
*Humanities Course*  
SU Recommends:  
• MCOMM 111: Introduction to Mass Media | CM 101: Public Speaking  
CM 270: New Media Communication | 6 |
| Arts and Humanities | Lab Course  
An additional course from CCBC Gen Ed Biological and Physical Sciences Courses | Science and Mathematics requirement | 7-8 |
| Biological and Physical Sciences | SU Recommends:  
• ARTD 109 Introduction to Interactive Media | GDES 125: Fundamentals of Digital Media | 3 |
| Information Technology | See CCBC Gen Ed Wellness and Health Courses | General Elective | 3 |
| Wellness and Health | | | |
| Mathematics | SU recommends  
• Math 153: Introduction to Statistical Methods | Math 136: Introduction to Statistics | 4 |
| Social and Behavioral Sciences | • Social and Behavioral Science General Education Course  
• Social and Behavioral Science General Education Course | 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 (O 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.