

Appendix A.2

 PRINCE GEORGES COMMUNITY COLLEGE PGCC Marketing Management, A.A.S. Academic Program		 NewU University Catalog Year: 2022 – 2023	
<p>Students transferring from PGCC with a conferred degree may transfer all of their 60 credits to NewU University. NewU will make best effort to transfer any additional credits based on NewU program requirements.</p>		<p>Bachelor of Arts in Entrepreneurship OR Bachelor of Arts in Creativity and Innovation Management OR Bachelor of Science in Computer and Data Science</p>	
CREDITS	Prince George's Community College Requirements for Marketing Management AAS		NewU University Requirements
1	PAS-1000 First Year Experience Credits: 1 (Institutional Requirement)		Special Topics Seminar I: 1 credit (Core Curriculum)
3	BMT-1010 Introduction to Business Credits: 3 (Program Requirement; Critical Course)		Organizational Behavior (Core Curriculum)
3	EGL-1010 Composition I: Expository Writing Credits: 3 (English General Education Requirement)		The Art of Persuasion I: 3 of 4 credits (Core Curriculum)
3	ACC-1001 Principles of Accounting I Credits: 3 (Program Requirement; Critical Course)		Foundational Analytics I: 1 of 4 credits (Core Curriculum); Foundational Analytics II: 1 of 4 credits (Core Curriculum); Independent Study I: 1 of 4 credits (Program Elective)
3	INT-1010 Introduction to Information Technology Credits: 3 (Computer Literacy Institutional Requirement)		Foundational Analytics II: 3 of 4 credits (Core Curriculum)
3	BMK-2510 Introduction to Marketing Credits: 3 (Program Requirement; Critical Course)		Psychology of Human Behavior: 3 of 4 credits (Core Curriculum)
3	MAT-1140 Introduction to Statistics Credits: 3 (Mathematics General Education Requirement)		Foundational Analytics I: 3 of 4 credits (Core Curriculum)
3	BMT-1620 Financial Planning and Investments Credits: 3 (Program Requirement)		Data Analytics and Insight: 1 of 4 credits (Program Requirement or Elective); Market and User Research: 2 of 4 credits (Program Requirement or Elective)
3	EGL-1320 Composition II: Writing for Business Credits: 3 (English General Education Requirement)		The Art of Persuasion II: 3 of 4 credits (Core Curriculum)
3	BMK-2630 International Marketing Credits: 3 (Program Requirement)		Modern World II: 3 of 4 credits (Core Curriculum)
3	NTR-1010 Introductory Nutrition Credits: 3 (Science No Lab General Education Elective) or GEO-1010 Physical Geography Credits: 3 (Science No Lab General Education Elective) or BIO-1110 Environmental Biology Credits: 3 (Science No Lab General Education Elective)		Modern World I: 1 of 4 credits (Core Curriculum); Modern World II: 1 of 4 credits (Core Curriculum) Independent Study II: 1 of 4 credits (Program Elective)
3	BMK-2710 Salesmanship Credits: 3 (Program Requirement)		The Art of Persuasion I: 1 of 4 credits (Core Curriculum); The Art of Persuasion II: 1 of 4 credits (Core Curriculum); Independent Study II: 1 of 4 credits (Program Elective)
3	BMT-1570 Small Business Management Credits: 3 (Program Requirement)		Management: 1 of 4 credits (Program Requirement or Elective); Brand Management: 1 of 4 credits (Program Requirement or Elective); Leadership: 1 of 4 credits (Program Requirement or Elective)
3	ACC-1030 Accounting for Managers Credits: 3 (Program Requirement)		Data Analytics and Insight: 3 of 4 credits (Program Requirement or Elective)
3	COM-1010 Foundations of Communication Credits: 3 (Arts/Humanities General Education Elective) or PHL-1010 Introduction to Philosophy: The Art of Questioning Credits: 3 (Arts/Humanities General Education Elective) or PHL-1090 Introduction to Logic Credits: 3 (Arts/Humanities General Education Elective)		Modern World I: 3 of 4 credits (Core Curriculum)

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3	BMK-2730 Retail Business Management Credits: 3 (Program Requirement)		Management: 3 of 4 credits (Program Requirement or Elective)
3	BMK-2770 Advertising Credits: 3 (Program Requirement)		Psychology of Human Behavior: 1 of 4 credits (Core Curriculum); Market and User Research: 2 of 4 credits (Program Requirement or Elective)
3	BMT-2400 Strategic Management Credits: 3 (Program Requirement)		Brand Management: 3 of 4 credits (Program Requirement or Elective)
3	PHL-2400 Business Ethics Credits: 3 (Program Requirement)		Leadership: 3 of 4 credits (Program Requirement or Elective)
3	ECN-1030 Principles of Macroeconomics Credits: 3 (Social Science General Education Requirement)		Independent Study I: 3 of 4 credits (Program Elective)
2	BMK-2920 Business Marketing Internship II Credits: 2 (Program Elective) or ACC-1070 QuickBooks I Credits: 1 and ACC-1090 QuickBooks II Credits: 1		Independent Study II/Internship: 2 of 4 credits (Program Elective)
60	Total Credits Transferred		
Total Credits Remaining at NewU University			60