

MARKETING TRANSFER GUIDE



COMMUNITY COLLEGE OF BEAVER COUNTY – A.S. IN BUSINESS MANAGEMENT LA ROCHE UNIVERSITY – B.S. IN MARKETING

ASSOCIATE DEGREE ADVANTAGE (9-10 CREDITS)

Students with an associate degree awarded on their community college transcript have satisfied all but 9-10 credits of LRU's Academic Core Requirements. The 9-10 credits required for the LRU Academic Core may be completed at CCBC. Courses listed below for the abbreviated 9-10 credit core satisfy program requirements at LRU and CCBC. Students without an associate degree must complete LRU's academic core.

COMMUNITY COLLEGE OF BEAVER COUNTY COURSES:	LA ROCHE UNIVERSITY COURSES:
1. A course in English Composition WRIT101 English Composition.....3	ENGL1011 Academic Reading & Writing..... 3
2. A course in English Composition or Communication WRIT102 English Composition II.....3 or LITR210 Concepts of Literature	ENGL1012 Academic Writing & Research..... 3
3. A course in Mathematics MATH126 Statistics.....4	MATH1040 Probability & Statistics..... 4

CCBC BUSINESS A.S. PROGRAM REQUIREMENTS ALSO NEEDED AT LRU (28 CREDITS)

COMMUNITY COLLEGE OF BEAVER COUNTY COURSES:	LA ROCHE UNIVERSITY COURSES:
ACCT110 Financial Accounting.....3	ACCT2003 Accounting I..... 3
BUSM112 Principles of Management.....3	ADMG1018 Fundamentals of Management..... 3
BUSM255 Macroeconomics.....3	ADMG1005 Macroeconomics..... 3
CIST100 Intro to Information Technology.....3	ISTC1010 Digital Literacy..... 3
ACCT111 Managerial Accounting.....3	ACCT2013 Managerial Accounting..... 3
BUSM256 Microeconomics.....3	ADMG1006 Microeconomics..... 3
BUSM205 Business Law.....3	ADMG2009 Business Law I..... 3
BUSM245 Principles of Marketing.....3	MRKT2021 Marketing Management..... 3
MATH160 Calculus.....4	MATH1030 Calculus for Business..... 4

ASSOCIATE DEGREE AT CCBC CREDITS

Complete additional credits needed to earn an associate degree from CCBC24-25

LRU REQUIREMENTS AND ELECTIVES THAT MAY BE TAKEN AT CCBC OR LRU (6-7 CREDITS)

COMMUNITY COLLEGE OF BEAVER COUNTY COURSES:	LA ROCHE UNIVERSITY COURSES:
BUSM200 Business Finance.....3	FINC3032 Financial Management..... 3
BUSH241 Human Resource Management.....3	ADMG2025 Human Resources Administration..... 3
General Elective Credits..... 0-1	General Elective Credits..... 0-1
CREDITS AT CCBC..... 69	CREDITS THAT TRANSFER TO LRU..... 69

COMPLETION OF THE B.S. IN MARKETING AT LRU51

***A minimum of 45 credits in the Marketing major (including Business Core) must be completed at LRU*

LA ROCHE UNIVERSITY COURSES: MARKETING MAJOR REQUIREMENTS

MRKT3012 Buyer Behavior.....3	MRKT Major Elective..... 3
MRKT3033 Marketing Research.....3	ACCT2004 Accounting II..... 3
MRKT3049 International Marketing & Exporting.....3	ADMG2018 Organizational Behavior..... 3
MRKT4014 Marketing Strategy.....3	FINC3036 Financial institutions..... 3
MRKT4031 Contemporary Marketing Topics.....3	INMT3039 International Business Management..... 3
MRKT Major Elective.....3	ADMG4020 Operations Management..... 3
MRKT Major Elective.....3	ADMG3024 Professional Presentations..... 3
MRKT Major Elective.....3	ADMG4055 Seminar in Business Policy..... 3
MRKT Major Elective.....3	

TOTAL CREDITS FOR BACHELOR OF SCIENCE IN MARKETING120



LA ROCHE
UNIVERSITY

CONTACT US! Our Transfer Admissions office can advise you while you are still enrolled at your community college. If you intend to use this articulation agreement, please notify us at transferadmissions@laroche.edu.



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ADDITIONAL INFORMATION

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferrable courses from each other and from other regionally accredited institutions.
2. Students with an associate degree conferred on their community college transcript will be awarded a waiver of LRU's full Academic Core and will be required to complete only a 9-10 credit abbreviated Academic Core to include: ENGL1011, ENGL1012 and Quantitative Methods. These courses may be transferred from the community college; however, a waiver or placement exemption at the community college will not fulfill the requirement at LRU.

To receive the abbreviated academic core, students must have an official community college transcript, with the associate degree conferred, sent to LRU's Transfer Admissions Office. Students who do not have an associate degree conferred on their community college transcript will be required to satisfy LRU's academic core requirements. The associate degree may be completed after admission to LRU; however, students should inform their advisor or they may be advised to complete additional courses for the academic core program.
3. Only courses with a grade of C or better (2.0 on a 4.0 scale) will be accepted for transfer. Courses offered as non-credit continuing education units, developmental courses (usually numbered below 100-level) and courses graded on a P/F basis without verification of a C or better will not be accepted for transfer.
4. La Roche University acknowledges that some credits earned toward the associate degree at CCBC may have been completed as a result of transfer or prior learning assessment, to include standardized examinations, military coursework or portfolio credit. This agreement maintains that the associate degree will be honored in its entirety. These individual credits are eligible for transfer with an official transcript from the original credit-granting institution, and will be evaluated by La Roche University on a per-course basis.
5. A minimum of 30 credit hours must be completed in LRU courses, and at least 50 percent of the major credits must be completed at LRU. The last 30 credit hours completed before graduation must be completed at LRU. A minimum of 120 credit hours is required for graduation with a bachelor's degree.
6. Students must satisfy all admission requirements at the time of application for admission to LRU, including submitting official transcripts from all previously attended colleges.
7. Students are encouraged to contact LRU's Transfer Admissions Office prior to application. To facilitate advising and the evaluation of transcripts, let us know you intend to follow this agreement so that we can provide information along the way.

FOR MORE INFORMATION

LA ROCHE UNIVERSITY | TRANSFER ADMISSIONS

200 Zappala Campus Center | 412-536-1260 | transferadmissions@laroche.edu

NON-DISCRIMINATION POLICY: La Roche University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, marital status, personal appearance, family responsibilities, political affiliation, status as a veteran, disability, age, or religion in its programs and activities. The following persons have been designated to handle inquiries regarding the non-discrimination policies: Dean of Students & Title IX Coordinator: 412-536-1243 | Assistant Director of Accessibility and Equity: 412-536-1177 | Associate Vice President for Human Resources: 412-536-1115. For further information on notice of non-discrimination, call 1-800-421-3481.