

CCBC AA Communication to RMU BA PR and Advertising



CCBC Degree Requirements			RMU Degree Requirements Equivalencies			
CCBC COURSEWORK			RMU UNIVERSITY CORE REQUIREMENTS			
Designation	Course Number	Course Title	Designation	Course Number	Course Title	Credits
WRIT	101	English Composition	CSEN	1010	Reading & Writing Strategies	3
COMM	201	Public Speaking	CSCM	1030	Public Speaking & Persuasion	3
WRIT	201	Creative Writing	CSEN	1020	Argument & Research	3
TAOC 5	_____	Restrict to BUSM 255 or 256	ECON	1010	Survey of Economics	3
LITR	210	Concepts of Literature	ENGL	_____	Literature Elective	3
FILM	101	Cinema as Art	HUMA	1010	Humanities: Art and Music	3
TAOC 5	_____	Restrict to SOCI 101	SOCI	1010	Principles of Sociology	3
CIST	100	Introduction to Information Technology	INFS	1020	Fundamentals Of Information Technology	3
MATH	126	Statistics (4)*	STAT	2110	Statistics	3
TAOC 4	_____	Science Elective (4)*	_____	_____	Natural Science Elective	3
CCBC COURSEWORK			RMU MAJOR REQUIREMENTS & RESTRICTED ELECTIVES			
Designation	Course Number	Course Title	Designation	Course Number	Course Title	Credits
COMM	120	Social Media for Business	COMM	1500	Media Technology, Culture	3
COMM	245	Principles of Marketing	MARK	2000	Marketing in an Intrcon. World (Maj. El.)	3
CCBC COURSEWORK			RMU OPEN ELECTIVES			
Designation	Course Number	Course Title	Designation	Course Number	Course Title	Credits
COMM	112	Principles of Management	_____	_____	Open Elective	3
TAOC 4	_____	Elective (3-4)	_____	_____	Open Elective	4
TAOC 3	_____	Elective (3-4)	_____	_____	Open Elective	4
COMM	230	Team Development	_____	_____	Open Elective	3
COMM	110	Interpersonal Communication	_____	_____	Open Elective	3
TAOC 6	_____	TAOC 6 Elective	_____	_____	Open Elective	3
BUSH	230	Event and Media Planning	_____	_____	Open Elective	3
COMM	270	Business/Communication Internship	_____	_____	Open Elective	3
RMU REMAINING COURSEWORK (Degree Requirements = 120 Credits)						
Designation	Course #	Course Title	Designation	Course #	Course Title	
CSCM	2040	Prof. Comm. in Workplace	PSYC	1010	General Psychology	
HIST	_____	History Elective	PRAD	4800	Integrated Media Campaigns	
COMM	2030	Communication Theory	ARTM	_____	Media Arts Elective	
COMM	2900	Communication Research	_____	_____	Restricted Elective**	
COMM	2000	Foundations in Public Relations	_____	_____	Restricted Elective**	
COMM	2015	Fundamentals of Advertising	_____	_____	Restricted Elective**	
COMM	3301	Special Topic/Writing Adv/PR	_____	_____	Restricted Elective**	
PRAD	2800	Creative Thinking & Strategies	_____	_____	Restricted Elective**	
PRAD	3800	Research in PR & Advertising	_____	_____	Open Electives (5 credits)	

Minimum grade of "C" must be earned for transfer credit to be applied by RMU.

*1 credit from 4-credit course applied to Open Electives as necessary.

** See [here](#) for course options.

TOTAL CCBC CREDITS APPLIED	64
TOTAL RMU CREDITS REMAINING	56

For more information or to speak with an RMU Transfer Counselor, contact the [RMU Admissions Office](mailto:admissions@rmu.edu) at admissions@rmu.edu.