



SMCC Transfer Agreement

AAS Communications and New Media

Transferring to BS Mass Communications-Marketing Communications

SMCC

Husson University

General Education Requirements

CNMS 111	Digital Foundations	3
ENGL 100	English Composition	3
ENGL 115	Introduction to Literature	3
	Mathematics Elective	3
	Science Elective with Lab	4
	Social Science Elective	6

IT 121	Computer Applications for Digital Media	3
EH 123	Rhetoric and Composition I	3
EH 200	Approaches to Literature	3
	Choose One Below	3
	Choose One Below	4
	See Options Below	6

Major Required Courses

CNMS 105	Introduction to Mass Communication	3
CNMS 115 or ARTS 130	2D Design	3
CNMS 125	Writing for Visual Media	3

MC 101	Introduction to Media	3
FA ____	Fine Arts Elective	3
	BA/CT/EP/FA/HA/IT/MC Elective	3

Intermediate CNMS Electives

CNMS 160	Audio and Video Production Basics	3
CNMS 165	Website Production	3

CT 100	Introduction to Video	3
IT 202	Web Design for Non-Majors	3

CNMS Senior Elective

	CNMS 211 or CNMS 296	3
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	BA/CT/EP/FA/HA/IT/MC Elective	3
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Communications and New Media (CNMS) Electives

ARTS 170	Photography I	3
CNMS 135	Graphic Design I	3
	CNMS Electives	12

CT 245	Photography I	3
MC 245	Graphic Design	3
	BA/CT/EP/FA/HA/IT/MC Elective	12

Elective Options*

Mathematics

MATH 140	College Algebra	3
MATH 155	Statistics	3

MS 141	Contemporary College Algebra	3
MS 132	Probability and Statistics	3

Science

	Any BIOL, BIOM, CHEM, NUTR or PHYS course	4
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SC ____	Science Elective	4
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Social Science

PSYC 100	Introduction to Psychology	3
SOCI 100	Introduction to Sociology	3

PY 111	General Psychology	3
GL ____	Global Perspectives Elective	3

Total Credits Transferred to Husson 58

*Only electives applicable to the BS Mass Communications-Marketing Communication degree have been listed as options

Courses to be Completed at Husson University

CM 100	Speech	3
CM 200	Interpersonal Communication	3
EH 124	Rhetoric and Composition II	3
HY 301	The 20th Century	3
MC 116	Introduction to Public Relations	3
MC 131	Voice and Diction	3
MC 216	Principles of Advertising	3
MC 220	Introduction to Marketing	3
MC 228	Digital Marketing Principles & Strategies	3
MC 236	History of Mass Communication	3
MC 301	Career Prep	1
MC 316	Advertising Campaigns	3
MC 317	Public Relations Techniques	3
MC 319	Media Sales and Marketing	3
MC 322	Social Media Marketing	3
MC 338	Communication Research Methods	3
MC 400	Ethics in Media	3
MC 406	Media Law and Regulation	3
MC 418	Marketing Communication Campaigns	3
MS 132	Probability and Statistics*	3
MS 141	Contemporary College Algebra*	4
LC ____	Foreign Culture and Conversation Elective	3

Total Credits Remaining at Husson 62

*Course may be transferred if taken as an elective

Students from Southern Maine Community College transferring to Husson University under advanced standing, based on the quality of their credentials, must request an official transcript be sent to Husson University Admissions. Each transcript will be evaluated individually based upon grades and existing transfer agreements between Husson University and SMCC. Transfer students and Husson University students will be held to the same standards and criteria for admission. Upon transfer, any outstanding requirements at Husson University must be completed.



Southern Maine Community College
AAS Communications and New Media

Bachelor of Science in Mass Communications – Marketing Communications
2018/2019 Academic Year

		<u>First Year</u>				<u>Second Year</u>	
First Semester		Sem./Yr.	Grade	Second Semester		Sem./Yr.	Grade
EH 123	Rhetoric & Composition I	<u>ENGL 100</u>	<u>T</u>	CT 100	Intro to Video Production	<u>CNMS 160</u>	<u>T</u>
HE 111	The Husson Experience	<u> </u>	<u> </u>	EH 124	Rhetoric & Composition II	<u> </u>	<u> </u>
IT 121	Comp Apps for Digital Media	<u>CNMS 111</u>	<u>T</u>	MC 220	Intro to Marketing	<u> </u>	<u> </u>
MC 101	Intro to Media	<u>CNMS 105</u>	<u>T</u>	MC 236	History of Mass Comm	<u> </u>	<u> </u>
MC 116	Intro to Public Relations	<u> </u>	<u> </u>	MS 141	Contemp. College Algebra	<u>Option*</u>	<u>T</u>
Third Semester		Sem./Yr.	Grade	Fourth Semester		Sem./Yr.	Grade
CM 100	Speech	<u> </u>	<u> </u>	CM 200	Interpersonal Comm.	<u> </u>	<u> </u>
EH 200	Approaches to Literature	<u>ENGL 115</u>	<u>T</u>	CT 245	Photography I	<u>ARTS 170</u>	<u>T</u>
MC 216	Principles of Advertising	<u> </u>	<u> </u>	HY 301	The 20th Century	<u> </u>	<u> </u>
MC 245	Graphic Design	<u>CNMS 135</u>	<u>T</u>	IT 202	Web Design for Non-Majors	<u>CNMS 165</u>	<u>T</u>
MS 132	Probability & Statistics	<u>Option*</u>	<u>T</u>	MC 131	Voice and Diction	<u> </u>	<u> </u>
Fifth Semester		Sem./Yr.	Grade	Sixth Semester		Sem./Yr.	Grade
MC 228	Digital Mktg Prin & Strat	<u> </u>	<u> </u>	MC 316	Advertising Campaigns	<u> </u>	<u> </u>
MC 317	Pub. Relations Techniques	<u> </u>	<u> </u>	MC 338	Comm Research Methods	<u> </u>	<u> </u>
PY 111	General Psychology	<u>PSYC 100</u>	<u>T</u>	MC 322	Social Media Marketing	<u> </u>	<u> </u>
<u> </u>	Global Perspectives Elect	<u>SOCI 100</u>	<u>T</u>	<u> </u>	Fine Arts Elective	<u>CNMS115/ARTS130</u>	<u>T</u>
<u> </u>	Lab Science Elective	<u>Science Elec.</u>	<u>T</u>	<u> </u>	BA/CT/EP/FA/HA/IT/MC Elec	<u>CNMS 125</u>	<u>T</u>
Seventh Semester		Sem./Yr.	Grade	Fourth Year		Sem./Yr.	Grade
MC 301	Career Prep	<u> </u>	<u> </u>	MC 406	Media Law and Regulation	<u> </u>	<u> </u>
MC 319	Media Sales and Marketing	<u> </u>	<u> </u>	MC 418	Marketing Com. Campaigns	<u> </u>	<u> </u>
MC 400	Ethics in Media	<u> </u>	<u> </u>	<u> </u>	BA/CT/EP/FA/HA/IT/MC Elec	<u>CNMS 211/296</u>	<u>T</u>
<u> </u>	Foreign Cult. & Conv. Elect.	<u> </u>	<u> </u>	<u> </u>	BA/CT/EP/FA/HA/IT/MC Elec	<u>CNMS ____</u>	<u>T</u>
<u> </u>	BA/CT/EP/FA/HA/IT/MC Elec.	<u>CNMS ____</u>	<u>T</u>	<u> </u>	BA/CT/EP/FA/HA/IT/MC Elec	<u>CNMS ____</u>	<u>T</u>
<u> </u>	BA/CT/EP/FA/HA/IT/MC Elec.	<u>CNMS ____</u>	<u>T</u>				

***Only electives applicable to the BS Mass Communications-Marketing Communications degree have been listed as options**

Candidates for a Bachelor of Science degree are required to complete a minimum of 120 semester hours maintaining a 2.0 overall cumulative grade point average and a 2.0 overall in their major courses. Transfer students must complete a minimum of thirty (30) credit hours at Husson University. At least fifteen (15) credits must be earned in Mass Communications courses.

Depending upon credit allocation, students may need to complete an extra elective course to meet minimum 120 credit requirement.