

# ADVANCE

A NOVA | MASON PARTNERSHIP

A.A.S. Marketing/B.A.S. Applied Science -  
Technology & Innovation Concentration  
**2018-19**

## ADVANCE Program Milestones

1. Students must take SDV 100 or SDV 101 in the first semester at NOVA.
2. Students must begin Developmental coursework in the first semester in ADVANCE at NOVA.
3. Students must take first college-level MTH course and ENG 111 in the semester immediately following the completion of any MTE or ENF courses (excluding summer).
4. In the first 30 credits, students must:
  - a. Complete ENG 111 and ENG 125 with a C or better.
  - b. Complete the first college-level MTH course with a C or better.
  - c. Engineering students must begin the calculus sequence and complete Calculus I and II with a B or better.
5. Students must complete at least six degree-applicable credits with a C or better each fall and spring semester.
6. Students must maintain a 2.5 cumulative GPA

**Students interested in the ADVANCE Adult Learning Pathways must be at least 25 years of age or older to be eligible. Students who do not meet the age requirement may be eligible for an Admissions waiver if additional criteria are met. Details are available on program's website - <http://bas.gmu.edu/>**

NOVA DEGREE REQUIREMENT SEQUENCE	Credits	Courses	MASON TRANSFER EQUIVALENT	MASON CORE/DEGREE EQUIVALENT
1 SDV Course	1	SDV 100 College Success Skills OR SDV 101 Orientation to:	UNIV 100	ELECTIVE
2 ENG 111	3	ENG 111 College Composition I	ENGH 101	Written Comm
3 BUS 100	3	BUS 100 Intro to Business	BUS 100	Soc/Behav
4 MTH 154 or Higher	3	MTH 154 Quantitative Reasoning	MATH 106	QUANT
5 ECO 120	3	ECO 120 Survey of Economics	ECON 100	ELECTIVE
6 ITE 115 or ITD 110	3	ITE 115 Introduction to Computer Applications and Concepts	IT 103	Info Tech
7 BUS 200	3	BUS 200 Principles of Management	BUS XXX	ELECTIVE
8 ENG Course	3	ENG 125 Introduction to Literature	ENGH 201	Literature
9 MKT 200	3	MKT 200 Consumers/Marketing/Society	SOM XXX	ELECTIVE
10 MKT 201	3	MKT 201 Intro to Marketing	BUS XXX	ELECTIVE
11 MKT 282	3	MKT 282 Principles of eCommerce	SOM XXX	ELECTIVE
12 Social/Behavioral Sciences	3	HIS 101 History of Western Civilization I <b>OR</b> HIS 102 History of Western Civilization II <b>OR</b> HIS 112 History of World Civilization II	HIST 101 HIST 102 HIST 125	Western Civ
13 MKT 216	3	MKT 216 Retail Organization & Mgt.	SOM XXX	ELECTIVE
14 MKT 221	3	MKT 221 Public Relations	COMM XXX	ELECTIVE
15 MKT 228	3	MKT 228 Promotion	SOM XXX	ELECTIVE
16 MKT 284	3	MKT 284 Social Media Marketing	BAS XXX	ELECTIVE
17 BUS 280	3	BUS 280 Introduction to International Business	BUS 200	GLOBAL
18 CST Course	3	CST 100 Principles of Public Speaking <b>OR</b> CST 110 Introduction to Communication <b>OR</b> CST 126 Interpersonal Communication	COMM 100 COMM 100 COMM 101	Oral Comm
19 Humanities/Fine Arts	3	ART 101 History and Appreciation of Art I <b>OR</b> ART 102 History and Appreciation of Art II <b>OR</b> CST 130 Introduction to Theatre <b>OR</b> CST 151 Film Appreciation <b>OR</b> MUS 121 Music Appreciation I	ARTH 200 ARTH 201 THR 101 ENGH L372 MUSI 101	Arts

20	MKT 215	3	MKT 215 Sales & Marketing Mgt.	SOM XXX	ELECTIVE
21	MKT 227	3	MKT 227 Merchandise Buying & Control	SOM XXX	ELECTIVE
<b>A.A.S. MARKETING DEGREE TOTAL</b>		<b>61</b>			

For academic policies and procedures, please see NOVA catalog - <http://www.nvcc.edu/catalog/index.html>

MASON DEGREE REQUIREMENT SEQUENCE				Credits	Course	MASON CORE/DEGREE EQUIVALENT
22	Concentration Requirements		3	IT 105 IT Architecture Fundamentals	DEGREE	
23	Concentration Requirements		3	IT 213 Multimedia & Web Design	DEGREE	
24	Concentration Requirements		3	MBUS 301 Managing People & Organizations in a Global Economy	DEGREE	
25	Gen Ed: Natural Science (Lab)		4	Approved Natural Science with Lab*	NAT SCIENCE	
26	Core Requirements		3	BAS 300 Building Professional Competencies	DEGREE	
27	Concentration Requirements		3	IT 214 Database Fundamentals	DEGREE	
28	Gen Ed: Written Communication (Upper-level)		3	ENGH 302 Advanced Composition	Written Comm	
29	Concentration Requirements		3	IT 304 IT in the Global Economy	DEGREE	
30	Gen Ed: Natural Science (Non-Lab)		3	Approved Natural Science without Lab*	NAT SCIENCE	
31	Concentration Requirements		3	MBUS 300 Accounting in a Global Economy	DEGREE	
32	Concentration Requirements		3	MBUS 302 Managing Information in a Global Economy	DEGREE	
33	Concentration Requirements		3	IT 223 Information Security Fundamentals	DEGREE	
34	Concentration Requirements		3	IT 343 Project Management	DEGREE	
35	Core Requirements		3	BAS 490 Introduction to Research Methods	DEGREE	
36	Concentration Requirements		3	MBUS 303 Marketing in a Global Economy	DEGREE	
37	Concentration Requirements		3	MBUS 305 Introduction to International Business	DEGREE	
38	General Electives		3	Upper-level Elective**	DEGREE	
39	General Electives		3	Upper-level Elective**	DEGREE	
40	General Electives		3	Upper-level Elective**	DEGREE	
41	General Electives		3	Upper-level Elective**	DEGREE	
42	Core Requirements/Synthesis		3	BAS 491 Applied Sciences Capstone	Synthesis	
<b>B.A.S. APPLIED SCIENCE DEGREE TOTAL</b>		<b>124</b>				

Denotes a course that must be taken at George Mason University. Please see your Success Coach to enroll.

\*For approved Mason Core courses, please visit - <https://catalog.gmu.edu/mason-core/>

\*\*Upper-level electives must be selected in consultation with an advisor.

General Note: If English is not your first language or you have completed ESL coursework, you must complete ENG 111 and ENG 125 prior to matriculating to George Mason University to meet the English Language Proficiency requirement.

For academic policies and procedures, please see Mason catalog - <https://catalog.gmu.edu/policies/>

Students seeking a bachelor's degree must apply at least 45 credits of upper-level courses (numbered 300 or above) toward graduation requirements