Memorandum of Understanding between

Johnson & Wales University and Palm Beach Atlantic University

Palm Beach Atlantic University ("School") and Johnson & Wales University (JWU), both institutions of higher education regionally accredited as recognized by the Council for Higher Education Accreditation (CHEA), agree to enter into the following Memorandum of Understanding (MOU) in order to enable students currently enrolled at JWU (at both the Denver and North Miami campuses) an opportunity to complete their programs of study and to provide for a smooth and seamless transfer to School. Both School and JWU understand that the terms enumerated herein should serve as guidelines to foster student success. This MOU is effective on the date signed by both parties.

The parties agree to the following:

- The MOU is contingent on the New England Commission of Higher Education (NECHE) and appropriate governmental approvals. Palm Beach Atlantic University will abide by the Principles of Accreditation of the Southern Association of Colleges and Schools (SACSCOC), requesting guidance and waivers as appropriate.
- School will offer courses of study toward either a baccalaureate or master's degree for which it is already approved ("Program").
- School will waive admission application fees for students applying from JWU, irrespective of their mode of application.
- 4. School will create a landing page that provides fast access to information for currently enrolled JWU students. Applications will provide students the opportunity to request that admissions, grades, and financial aid information be sent to School from JWU. Completed forms will be sent to both JWU and School for processing.
- 5. School will accept students who are in good academic and conduct standing at JWU as of the date of the student's application to the school.
- 6. For any JWU student transferring into School, School will, to the extent possible, match the institutional financial aid awards, if any, granted to the student by JWU during the 2020-2021 academic year and will otherwise endeavor to ensure that no student pays any more in tuition and fees than such student would have paid had such student attended and graduated from JWU. Further, as required by NECHE, School will notify students of any additional charges.
- 7. JWU students who have completed the equivalent of the general education requirements of JWU as reviewed and certified by the Registrar's Office at JWU will not be required to complete most of School's general education requirements and will be considered to have satisfied all general education requirements at School, except for the following three (3) courses: Freedom in American Society, Exploring the Bible, and Christian Values and Biblical Faith.
- 8. For each student (a) enrolled in a particular course of study at JWU who (b) seeks to enroll in a comparable Program at School and (c) for which comparable Program the School wishes to accept the student, the parties shall do as follows:
 - a. JWU shall create a document ("Curricular Map") identifying such course of study and all courses required for such course of study at JWU and spaces for School to enter its comparable courses for its comparable Program.

- b. JWU shall populate all such Curricular Maps into a folder reasonably accessible to School and shall inform School when such Curricular Maps are available.
- c. On receiving notice that such Curricular Maps are available to it, School shall access the folder containing such Curricular Maps and shall populate each such Curricular Map with its comparable courses for its comparable Program (in other words, comparable to the corresponding JWU student's course of study).
- 9. School will award transfer credit for coursework completed at JWU contingent upon the student achieving a minimum overall grade point average of 2.0 and a passing grade for all courses.
- 10. Any JWU student who fails to apply, be accepted, and matriculate at School by the end of August 2021 or such later date than the 2021-2022 academic year commences at School, shall be excluded from this MOU.
- 11. School shall provide academic support to JWU students transferring to School and shall ensure that JWU students are able to register for the classes they need or authorize appropriate substitute courses.
- 12. School will provide resources for transferring JWU students to answer questions, to provide advising, and to facilitate course registration (e.g., a website or a special orientation).
- 13. JWU will announce it has reached an agreement with School and will provide information to students, faculty, staff, parents, guardians, and regulators about the existence of this MOU and the information contained in the MOU.
- JWU and School will provide direct links between their institutional websites, indicating the existence
 of this MOU.
- 15. JWU and School will exchange data and documents that will contribute to the maintenance and improvement of these transfer arrangements and promote effective cooperation between the two institutions. JWU will provide School with admissions, grades, and financial aid data to the extent reasonably possible in compliance with local, state, and federal law and regulations.
- 16. School will provide housing for those JWU students currently in campus housing for the period such students are enrolled at School fulltime (at the generally applicable cost, payable by the transferring students, and only to the extent such housing is reasonably available).
- 17. School represents and warrants that it is qualified to teach out JWU students based on the criteria set forth in NECHE's Policy on Teach-Out Plans and Teach Out Agreements ("Revised Policy") attached hereto, and represents and warrants that it satisfies all of requirements set forth in the Revised Policy. Without limiting the generality of the foregoing, School represents and warrants that it is sufficiently financially stable to conduct the teach-out, and none of the conditions set forth in Section I, A-D of the Revised Policy are present, and the institution represents and warrants that it is not "under investigation, subject to an action, or being prosecuted for an issue related to academic quality, misrepresentation, fraud, or other severe matters by a law enforcement agency."
- 18. The obligations pursuant to this MOU shall terminate when the first of the following obligations have occurred:
 - All JWU students accepted by School pursuant to this MOU have either graduated from School
 or failed to be continuously enrolled at School; or
 - b. Four years from the date of this MOU.

IN WITNESS WHEREOF, the parties have executed this MOU on the dates indicated below:

Bellye W. audais

Name Billye W. Auclair Title Provost Johnson & Wales University

October 19, 2020

Date

Name E. Randolph Richards, Ph.D.

Title Provost and Chief Academic Officer

Palm Beach Atlantic University

Date

Program Name: Business Administration B.S. Catalog: 2017-2018			Program Name: Business Administration, B.S.				
	Johnson & Wales University		Palm Beach Atlantic University				
	Business Foundations						
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours		
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3		
ACCT1220	Managerial Accounting	3.0	ACG 2023	Managerial Accounting	3		
CAR0010		1.0	FYE	First Year Experience	1		
FISV2000	Career Management	3.0	1001 BUF	Principles of Finance	3		
FIT 1040	Finance Spreadsheet Design for Business	3.0	2173 CSC	Introduction to Information	3		
LAW2001	Solutions	3.0	2133 BUS	Systems Business Law I	3		
MGMT1001	The Legal Environment of Business I Contemporary Business	3.0	3193 BUM	Principles of Management	3		
	Management I		2183 BUM		3		
MGMT2001	Human Resource Management	3.0	3333	Human Resources Management			
MRKT1001	Principles of Marketing	3.0	BUR 2153	Principles of Marketing	3		
	Total Credits	25.0					
	Degree Courses						
ECON 1002	Microeconomics	3.0	BUS 2353	Principles of Microeconomics	3		
MATH1035	Quantitative Analysis I	3.0					
MATH2002	Statistics II	3.0	MAT 2003	Elementary Statistics	3		
MGMT 1002	Contemporary Business Management II	3.0	BUM 2183	Principles of Management	3		
MGMT2020	Organizational Behavior	3.0	BUM 4313	Organizational Behavior	3		
MGMT2030	Operations & Supply Chain Management I	3.0	BUM 4013	Production and Operations Management	3		
MGMT4020	Strategic Management	3.0	BUS	Business Strategies	3		
			4303				
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3		
MRKT3050	Techniques in Sales Management	3.0	BUR 3043	Sales Management	3		
	Total Credits	27.0					
	Free Electives						
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Free Elective	3.0					
	Total Credits	27.0					
Arts	& Sciences Core Experience						
	ons Foundation Courses	•					
ENG1020	English Composition	3.0	ENG 1113	Composition I	3		

	Advanced Composition &	3.0	ENG	Composition II	3
ENG1021	Communications		1123		
		3.0	COM	Public Speaking	3
ENG1030	Communication Skills		1113		
Integrative Le	earning				
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Humai	nities				
PHIL 3240	Ethics: A Global Perspective	3.0			
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a	
				case-by-case basis	
Mathematics					
NAATU4020	Fundamentals of Algebra or higher	2.0	MAT	College Algebra	3
MATH1020	based on placement	3.0	1853		
=	a	3.0	MAT	Elementary Statistics	3
MATH2001	Statistics		2003	•	
Science					
	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a	
SCIENCE				case-by-case basis	
Social Science					
ECON1001	Macroeconomics	3.0	BUS 2343	Principles of Macroeconomics	3
Select One	ANTH, ECON, LEAD, PSCI or SOC	3.0		Transfer credit considered on a	
				case-by-case basis	
Arts & Science	e Electives				
		3.0		Transfer credit considered on a	
Select two courses from the offerings				case-by-case basis	
within the College of Arts & Sciences, at least one at		3.0		Transfer credit considered on a	
the 3000 leve	the 3000 level or higher.			case-by-case basis	
	Total Credits	42			
Total Program	n Credits	121.0	•		

Program Name: Business Administration B.S.B.A. Catalog: 2018-2019 & 2019-2020		Program Name: Business Administration, B.S.			
Johnson & Wales University			Palm Beach Atlantic University		
	Business Foundations			•	
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3
ACCT1220	Managerial Accounting	3.0	ACG 2023	Managerial Accounting	3
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3
LAW2001	The Legal Environment of Business I	3.0	BUS 3193	Business Law I	3
MGMT1001	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3
MGMT2001	Human Resource Management	3.0	BUM 3333	Human Resources Management	3
MRKT1001	Principles of Marketing	3.0	BUR 2153	Principles of Marketing	3
	Total Credits	25.0			
	Degree Courses				
ECON 1002	Microeconomics	3.0	BUS 2353	Principles of Microeconomics	3
MGMT 1002	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3
MGMT2020	Organizational Behavior	3.0	BUM 4313	Organizational Behavior	3
MGMT2030	Operations & Supply Chain Management I	3.0	BUM 4013	Production and Operations Management	3
MGMT4020	Strategic Management	3.0	BUS 4303	Business Strategies	3
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3
	Total Credits	18.0			
	Major Courses				
MATH1035	Quantitative Analysis I	3.0			
MATH2002	Statistics II	3.0	MAT 2003	Elementary Statistics	3
MRKT3050	Techniques in Sales Management	3.0	BUR 3043	Sales Management	3
	Total Credits	9.0			
Major Electives RMGT)	s (choose 5 from ENTR, IBUS, MGMT,				
	Major Elective	3.0			
	Major Elective	3.0			
	Major Elective	3.0			
	Major Elective	3.0			
	Major Elective	3.0			
	Total Credits	15.0			1
	Free Electives	_			
	Free Elective	3.0			1
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Total Credits	12.0			

,	Arts & Sciences Core Experience				
Communication	s Foundation Courses				
		3.0	ENG	Composition I	3
ENG1020	English Composition		1113	·	
	Advanced Composition &	3.0	ENG	Composition II	3
ENG1021	Communications		1123		
		3.0	COM	Public Speaking	3
ENG1030	Communication Skills		1113		
Integrative Lear	rning				
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Humanit	ies				
PHIL 3240	Ethics: A Global Perspective	3.0			
Select One	Course from ART, HIST, HUM, LIT	3.0		Transfer credit considered on a	
	or REL			case-by-case basis	
Mathematics					
	Fundamentals or Algebra (or high	er,	MAT	College Algebra	3
MATH1020	based on student's placement)	3.0	1853		
MATH2001	Statistics	3.0	MAT 2003	Elementary Statistics	3
Science			2003		
Science	DIO CHM DHV or CCI	3.0		Transfer credit considered on a	
SCIENCE	BIO, CHM, PHY or SCI	3.0		case-by-case basis	
Social Science				case-by-case basis	
ECON1001	Macroeconomics	3.0	BUS	Principles of Macroeconomics	3
LCONTOOT	Wacioeconomics	3.0	2343	1 Timospies of Madroesonomies	J
Select one	ANTH, ECON, LEAD, PSCI or SOC	3.0		Transfer credit considered on a	
course				case-by-case basis	
Arts & Science E	Electives				
		3.0		Transfer credit considered on a	
Select two courses from the offerings		3.0		case-by-case basis	
· ·	within the College of Arts & Sciences, at least one at			Transfer credit considered on a	
the 3000 level o				case-by-case basis	
	Total Credits	42			
Total Program C	Credits	121.0			

Program Name: Computer Science B.S. Catalog: 2019-2020			Program Name: Computer Science, B.S.			
Johnson & Wales University			Palm Beach Atlantic University			
	Major Courses			•		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours	
CSIS1000	Problem Solving & Program Concepts	3.0	CSC 1103	Introduction to Computer Science	3	
CSIS1101	Computer Science I	3.0	CSC 2203	Programming I	3	
CSIS1112	Computer Science II	3.0	CSC 2303	Programming II	3	
CSIS2018	Advanced Data Structures	3.0				
CSIS2023	Survey of Programming Languages	3.0	CSC 4103	Survey of Programming Languages	3	
CSIS2045	Introduction to Operating Systems	3.0	CSC 3403	Operating Systems	3	
ENGN2014	Computer Architecture I	3.0	CSC 3103	Computer Organization	3	
ITEC2081	Network Protocols I	3.0	CSC 3413	Computer Networking	3	
ITEC3050	Information Security	3.0	CSC 4413	Computer Network Security	3	
MATH1030	Pre-calculus	3.0		,		
PRMG2010	Introduction to Project Management	3.0	BUM 4103	Project Management	3	
	Total Credits	33.0				
•	rses/Specialization (choose additional rses or a specialization listed below)	18.0				
CSIS3126	Design Project I		CSC 4714	Senior Project	4	
CYB3038	HCI/Usable Security			,		
ITEC3070	Systems Modeling and Simulation		CSC 4503	Computer Simulation	3	
CSIS, CYB, ECC PSYC, SCI, SOC 2000+ level	DN, ENGN, GDES, ITEC, LEAD, MATH, MGN C 	MT, PHY,				
2000+ level						
2000+ level						
	I I in Software Engineering (Students must	use 3				
-	electives to complete this specialization)					
CSIS3106	Software Verification, Validation,	3.0				
CSIS3126	Testing & Security	3.0	CSC 4714	Conjer Draiget	4	
	Design Project I			Senior Project	3	
CSIS4010 ENGN2085	Software Engineering	3.0	CSC 3213	Software Engineering	3	
	Introduction to Embedded Systems	3.0				
ITEC2085	Distributed Systems with TCP/IP	3.0	CCC 2422	Internal cation to Information	2	
ITEC3040	System Analysis	3.0	CSC 2133	Introduction to Information Systems	3	
MATH1040	Calculus I	3.0	MAT 2804	Calculus I	4	
	Total Credits	21.0				
	pecialization in Network Engineering	T				
ITEC2082	Network Protocols II	3.0	CSC 3413	Computer Networking	3	
ITEC2085	Distributed Systems with TCP/IP	3.0				
ITEC3031	Router Internals and Integration	3.0				
ITEC3075	Network Security	3.0	CSC 4413	Computer Network Security	3	
ITEC3083	Wireless Networking	3.0	CSC 3413	Computer Networking	3	
MATH1040	Calculus I	3.0	MAT 2804	Calculus I	4	
	Total Credits	18.0				
Ap	pplied/Experiential Learning	9.0				
TECX4099	College of Engineering & Design Internship		CSC 4804	Senior Internship	4	
TECX4045	Technical Solutions Team I					
TECX4046	Technical Solutions Team II					

TECX4099	College of Engineering & Design		CSC 4804	Senior Internship	4
	Intern.				
R	elated Professional Studies				
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1
ENG2010	Technical Writing	3.0			
LAW2001	The Legal Environment of Business I	3.0	BUS	Business Law I	3
			3193		
MATH2020	Discrete Mathematics	3.0	MAT	Discrete Mathematics	3
			2253		
MGMT2020	Organizational Behavior	3.0	BUM	Organizational Behavior	3
			4313		
	Total Credits	13.0			
	Free Electives				
	Free Elective				
	Free Elective				
	Free Elective				
	Total Credits	9.0			
Art	s & Sciences Core Experience				
	ons Foundation Courses	1			
		3.0	ENG	Composition I	3
ENG1020	English Composition	3.0	1113	composition	3
	Advanced Composition &	3.0	ENG	Composition II	3
ENG1021	Communications	3.0	1123	composition in	3
LNGIGZI	Communications	3.0	COM	Public Speaking	3
ENG1030	Communication Skills	3.0	1113	r done speaking	3
Integrative Le			1113		
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Humar		3.0			
PHIL3240	Ethics: A Global Perspective	3.0			
	*	3.0		Transfer credit considered on a	
Select One	ART, HUM, LIT, or HIST	3.0		case-by-case basis	
Mathematics					
MATH1020	Fundamentals of Algebra or higher	2.0	MAT	College Algebra	3
		3.0	1853		
NAATU2004	Chabiation	3.0	MAT	Elementary Statistics	3
MATH2001	Statistics		2003		
Science					
PHY1011	General Physics I	3.0	PHY	General Physics I	3
			2013		
PHY1015	General Physics I Laboratory	1.0	PHY	General Physics I Laboratory	1
			2111		
Social Science					
LEAD1010	Foundation of Leadership Studies	3.0	BUM	Leadership and Ethics	3
			4053		
Select One	ANTH, ECON, SOC, PSCI or PSYC	3.0		Transfer credit considered on a	
4				case-by-case basis	
Arts & Science	e Electives	2.0		Tues of a supplify and all and a	
Select two cou	urses from the offerings	3.0		Transfer credit considered on a	
	lege of Arts & Sciences, at least one at	2.0		case-by-case basis Transfer credit considered on a	
the 3000 level	_	3.0		case-by-case basis	
the 3000 level	Total Credits	43		5430-by-5436 basis	
Total Program		122.0			
iotal Flugidii	i Greatta	122.0	<u> </u>		

Program Name: International Business B.S Catalog: 2017-2018			B.A Program Name: International Business, B.S.			
	Johnson & Wales University		Palm Beach Atlantic University			
	Business Foundations					
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours	
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3	
ACCT1220	Timancial Accounting	3.0	ACG	Managerial Accounting	3	
	Managerial Accounting		2023			
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1	
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3	
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3	
LAW2001	Solutions	3.0	BUS	Business Law I	3	
	The Legal Environment of Business I		3193			
MGMT1001	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3	
MGMT2001		3.0	BUM	Human Resources Management	3	
	Human Resource Management		3333	_		
MRKT1001		3.0	BUR	Principles of Marketing	3	
	Principles of Marketing		2153			
	Total Credits	25.0				
ECON 1002	Degree Courses Microeconomics	3.0	BUS	Principles of Microeconomics	3	
LCON 1002	Wilci deconomics	3.0	2353	r miciples of which deconomics	3	
MGMT 1002	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3	
MGMT2020	Organizational Behavior	3.0	BUM 4313	Organizational Behavior	3	
MGMT2030	Operations & Supply Chain Management I	3.0	BUM 4013	Production and Operations Management	3	
MGMT4020	Strategic Management	3.0	BUS 4303	Business Strategies	3	
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3	
	Total Credits	18.0				
	Major Courses					
IBUS 2002	International Business	3.0	BUI 3633	Global Business	3	
IBUS 2040	International Culture & Protocol	3.0	BUI 3023	Comparative Cross Cultural Analysis	3	
IBUS 3055	International Resource Management	3.0	BUI 4513	International Management	3	
LAW 3055	International Business Law	3.0	BUI 3013	Issues in International Business	3	
MGMT 3030	Managerial Technology		BUF	International Finance	3	
or	Or	3.0	4523			
FISV 3005	International Finance Total Credits	15.0				
Maior Ele	ctives (choose 9 semester credits)	9.0				
FREN2020	French Language Immersion	6.0	1			
GER2020	German Language Immersion	6.0				
SPAN2020	Spanish Language Immersion	6.0	†			
IBUS2032	Foreign Area Studies: Pacific Rim	3.0				
IBUS2033	Foreign Area Studies: Latin America	3.0				

Total Program	n Credits	121.0			
	Total Credits	42		•	
the 3000 leve	llege of Arts & Sciences, at least one at I or higher.	3.0		Transfer credit considered on a case-by-case basis	
	urses from the offerings	3.0		Transfer credit considered on a case-by-case basis	
Arts & Science	e Electives				
Select One	ANTH, ECON, LEAD, PSCI or SOC	3.0		Transfer credit considered on a case-by-case basis	
ECON1001	Macroeconomics	3.0	BUS 2343	Principles of Macroeconomics	3
Social Science					
SCIENCE	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a case-by-case basis	
Science					
MATH2001	Statistics	3.0	MAT 2003	Elementary Statistics	3
MATH1020	Fundamentals of Algebra or higher based on placement	3.0	MAT 1853	College Algebra	3
Mathematics				2222 2, 2222 2400	
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a case-by-case basis	
PHIL 3240	Ethics: A Global Perspective	3.0			
Arts & Humai					
ILS@4999	Integrative Learning - 4000 Level	3.0			
ILS@2999	Integrative Learning - 2000 Level	3.0			
Integrative Le			1113		
ENG1030	Communication Skills	3.0	1113	Public Speaking	3
ENG1021	Communications	3.0	1123 COM	Public Speaking	3
ENIC4024	Advanced Composition &	3.0	ENG	Composition II	3
ENG1020	English Composition		1113	Composition I	
Communicati	ons Foundation Courses	3.0	ENG	Composition	3
	s & Sciences Core Experience				
	Total Credits	12.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Electives				
IBUS2036	Foreign Area Studies: Africa	3.0			
	Europe				
IBUS2035	Foreign Area Studies: Eastern	3.0			
IBUS2034 IBUS2035	Foreign Area Studies: Russia Foreign Area Studies: Fastern	3.0			

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Total Progran		121.0			
the 3000 level	_	42		case-by-case basis	
	urses from the offerings lege of Arts & Sciences, at least one at	3.0		Transfer credit considered on a case-by-case basis Transfer credit considered on a	
Arts & Science	e Electives			Townston and did to the little of the little	
Select One	ANTH, ECON, LEAD, PSCI or SOC	3.0		Transfer credit considered on a case-by-case basis	
ECON1001	Macroeconomics	3.0	BUS 2343	Principles of Macroeconomics	3
Social Science	,				
SCIENCE	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a case-by-case basis	
Science	DIO CUM DUV - CCC	2.0		Transfer gradit sereidered	
MATH2001	Statistics	3.0	MAT 2003	Elementary Statistics	3
MATH1020	Fundamentals of Algebra or higher based on placement	3.0	MAT 1853	College Algebra	3
Mathematics				-	
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a case-by-case basis	
PHIL 3240	Ethics: A Global Perspective	3.0			
Arts & Humar					
ILS@4999	Integrative Learning - 4000 Level	3.0			
ILS@2999	Integrative Learning - 2000 Level	3.0			
Integrative Le			1113		
ENG1030	Communication Skills	3.0	COM 1113	Public Speaking	3
ENG1021	Communications		1123	·	
1101020	Advanced Composition &	3.0	ENG	Composition II	3
ENG1020	English Composition	3.0	ENG 1113	Composition I	3
Communication	ons Foundation Courses				
Arts	& Sciences Core Experience				
	Total Credits	12.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
IBUS2036	Foreign Area Studies: Africa	3.0			
	Europe	3.0			
IBUS2034 IBUS2035	Foreign Area Studies: Russia Foreign Area Studies: Eastern	3.0			

Program Name: Management B.S. Catalog: 2017-2018			Program Name: Management, B.S.				
outurog: 20	Johnson & Wales University			Palm Beach Atlantic University			
	Business Foundations						
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours		
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3		
ACCT1220	Managerial Accounting	3.0	ACG 2023	Managerial Accounting	3		
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1		
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3		
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3		
LAW2001	The Legal Environment of Business I	3.0	BUS 3193	Business Law I	3		
MGMT1001	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3		
MGMT2001	Human Resource Management	3.0	BUM 3333	Human Resources Management	3		
MRKT1001	Principles of Marketing	3.0	BUR 2153	Principles of Marketing	3		
	Total Credits	25.0					
	Degree Courses						
ECON1002	Microeconomics	3.0	BUS 2353	Principles of Microeconomics	3		
LAW3002	The Legal Environment of Business	3.0	BUS 3193	Business Law I	3		
LEAD1010	Foundations of Leadership Studies	3.0	BUM 4053	Leadership and Ethics	3		
MGMT2020	Organizational Behavior	3.0	BUM 4313	Organizational Behavior	3		
MGMT2030	Operations & Supply Chain Management I	3.0	BUM 4013	Production and Operations Management	3		
MGMT3030	Managerial Technology	3.0					
MGMT3040	Process & Quality Management	3.0					
MGMT4020	Strategic Management	3.0	BUS 4303	Business Strategies	3		
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3		
	Total Credits	27.0					
Major Elective	es (choose 2 from the following)	6.0					
MGMT3050	Compensation, Benefits & Total Rewards						
MGMT3060	Training & Development						
MGMT3070	Special Topics in Human Resource Management						
MGMT4070	Strategic Human Resource Management						
MGMT2040	Purchasing & Supply Chain Management						
MGMT4001	Process Planning & Control						
MGMT4050	Contemporary Issues in Operations & Supply Chain Management						
	Strategy Free Electives	-	+				
	Free Elective	3.0					

	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Total Credits	21.0			
Arts	& Sciences Core Experience				
Communicati	ons Foundation Courses				
		3.0	ENG	Composition I	3
ENG1020	English Composition		1113	·	
	Advanced Composition &	3.0	ENG	Composition II	3
ENG1021	Communications		1123		
		3.0	СОМ	Public Speaking	3
ENG1030	Communication Skills		1113		
Integrative Le	earning				
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Humai	nities				
PHIL 3240	Ethics: A Global Perspective	3.0			
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a	
				case-by-case basis	
Mathematics					
NAATU4002	A Survey of College Mathematics or	2.0	MAT	Finite Mathematics	3
MATH1002	higher based on placement	3.0	1803		
NAA-TUO004	6	3.0	MAT	Elementary Statistics	3
MATH2001	Statistics		2003	·	
Science					
	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a	
SCIENCE				case-by-case basis	
Social Science	2				
ECON1001	Macroeconomics	3.0	BUS	Principles of Macroeconomics	3
			2343		
Select One	ANTH, ECON, LEAD, PSCI or SOC	3.0		Transfer credit considered on a	
				case-by-case basis	
Arts & Science	e Electives				
Coloct two	urses from the offerings	3.0		Transfer credit considered on a	
Select two courses from the offerings within the College of Arts & Sciences, at least one at		2.0		case-by-case basis	
the 3000 leve		3.0		Transfer credit considered on a case-by-case basis	
the 3000 leve	Total Credits	42		case-by-case pasis	
-					
Total Program	n Credits	121.0			

Program Name: Management B.S.B.A. Catalog: 2018-2019 & 2019-2020			Program Name: Management, B.S.				
outurog. 20			Palm Beach Atlantic University				
	Johnson & Wales University Business Foundations						
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours		
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3		
ACCT1220	Managerial Accounting	3.0	ACG 2023	Managerial Accounting	3		
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1		
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3		
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3		
LAW2001	The Legal Environment of Business I	3.0	BUS 3193	Business Law I	3		
MGMT1001	Contemporary Business Management I	3.0	BUM 2183	Principles of Management	3		
MGMT2001	Human Resource Management	3.0	BUM 3333	Human Resources Management	3		
MRKT1001	Principles of Marketing	3.0	BUR 2153	Principles of Marketing	3		
	Total Credits	25.0					
	Degree Courses						
ECON1002	Microeconomics	3.0	BUS 2353	Principles of Microeconomics	3		
MGMT1002	Contemporary Business Management II	3.0					
MGMT2020	Organizational Behavior	3.0	BUM 4313	Organizational Behavior	3		
MGMT2030	Operations & Supply Chain Management I	3.0	BUM 4013	Production and Operations Management	3		
MGMT4020	Strategic Management	3.0	BUS 4303	Business Strategies	3		
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3		
	Total Credits	18.0					
	Major Courses						
LAW3002	The Legal Environment of Business	3.0	BUS 3293	Business Law II	3		
LEAD1010	Foundations of Leadership Studies	3.0	BUM 4053	Leadership and Ethics	3		
MGMT3030	Managerial Technology	3.0					
MGMT3040	Process and Quality Management Total Credits	3.0 12.0					
Major Elective RMGT)	es (choose 2 from ENTR, IBUS, MGMT,	12.0					
	Major Elective	3.0					
	Major Elective	3.0					
Choose 2 of th							
MGMT2040	Purchasing & Supply Chain Management	3.0					
MGMT3050	Compensation, Benefits and Total Rewards	3.0					
MGMT3060	Training and Development	3.0					
MGMT3070	Special Topics in Human Resource Management	3.0					

MGMT4001	Process Planning & Control	3.0			
MGMT4050	Contemporary Issues in Operations & Supply Chain Management Strategy	3.0			
MGMT4070	Strategic Human Resource Management	3.0			
	Free Electives				
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Total Credits	12.0			
Arts	& Sciences Core Experience				
Communicati	ons Foundation Courses				
		3.0	ENG	Composition I	3
ENG1020	English Composition		1113		<u> </u>
	Advanced Composition &	3.0	ENG	Composition II	3
ENG1021	Communications		1123		
		3.0	COM	Public Speaking	3
ENG1030	Communication Skills		1113		
Integrative Le	· · · · · · · · · · · · · · · · · · ·				
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Humai					
PHIL 3240	Ethics: A Global Perspective	3.0			
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a	
Nauth amantia				case-by-case basis	
Mathematics			NAAT	Finite Mathematica	2
MATH1002	A Survey of College Mathematics or higher based on placement	3.0	MAT 1803	Finite Mathematics	3
MATH2001	Statistics	3.0	MAT 2003	Elementary Statistics	3
Science					
SCIENCE	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a case-by-case basis	
Social Science	?				
ECON1001	Macroeconomics	3.0	BUS 2343	Principles of Macroeconomics	3
Select One	ANTH, ECON, LEAD, PSCI or SOC	3.0		Transfer credit considered on a case-by-case basis	
Arts & Science	e Electives				
Select two co	urses from the offerings	3.0		Transfer credit considered on a case-by-case basis	
	llege of Arts & Sciences, at least one at	3.0		Transfer credit considered on a	
the 3000 leve				case-by-case basis	
	Total Credits	42			
Total Program	n Credits	121.0			

Program Name: Marketing B.S. Catalog: 2017-2018			Program Name: Marketing, B.S.			
Johnson & Wales University			Palm Beach Atlantic University			
	Major Courses					
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours	
ACCT1210	Financial Accounting	3.0	ACG 2013	Financial Accounting	3	
ACCT1220	Thursday Accounting	3.0	ACG	Managerial Accounting	3	
	Managerial Accounting		2023			
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1	
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3	
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3	
LAW2001	The Legal Environment of Business I	3.0	BUS 3193	Business Law I	3	
MGMT1001	The Legal Environment of Business i	3.0	BUM	Principles of Management	3	
	Contemporary Business Management I		2183	-		
MGMT2001		3.0	BUM	Human Resources Management	3	
	Human Resource Management	ļ	3333			
MRKT1001		3.0	BUR	Principles of Marketing	3	
	Principles of Marketing		2153			
	Total Credits	25.0				
	Major Courses					
ADVC1010	Marketing Communications	3.0	BUR 3163	Integrated Marketing Communications	3	
MRKT1002	Consumer Behavior	3.0	BUR 3023	Consumer Behavior	3	
MRKT2050	Marketing Research	3.0	BUR 3063	Marketing Research and Decision Making	3	
MRKT3005	Brand Marketing	3.0	3003	Widning		
MRKT3045	Social Media Marketing or	3.0	BUR	Digital Marketing	3	
or	Creative Concepts and Strategy or		3143	Digital Marketing	3	
ADVC2001 or GDES3050	Basics of Print Design	3.0	3143			
MRKT3050	Techniques in Sales Management	3.0	BUR 3043	Sales Management	3	
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3	
MRKT4055	Strategic Marketing	3.0	BUR 4443	Marketing Management	3	
	Total Credits	24.0	1773			
Major Floctiv		24.0				
-	ves (choose 15 credits of Major I Specialization listed below)	15				
ADVC2001	Creative Concepts and Strategy					
ADVC2001 ADVC2002	Copywriting and Art Direction				-	
ADVC2002 ADVC2025	Advanced Brand Communications		1			
ADVC3003	Advertising Campaigns					
ADVC3003 ADVC3010	Digital Media Planning					
, 10 4 COOTO	Special Projects in Integrated Marketing	 				
ADVC3050	Communications					
ADVC4020	Portfolio Seminar	-			1	
ADVC4050	Search Engine Marketing					
ADVC4120	Marketing Communications in an					
ADVC4050	International Context				-	
ADVC4050	Search Engine Marketing	1	ADT	Dublication Design	2	
GDES2030	Editorial and Publication Design I		ART 3593	Publication Design	3	
MRKT3002	Brand Marketing					
MRKT3011	Data-Driven Marketing					
MRKT3020	Product Development					

MMRT305S Marketing Analytics MRK1315O Special Topics in Marketing MRK1305O Special Topics in Ministrating MRK1305O Special Topics in Ministrategy MRK1305O Special Topics in Integrated Marketing MRK1305O Special Topics in Integrate	MRKT3045	Social Media Marketing		BUR 3143	Digital Marketing	3
MRXT3190 Special Topics in Marketing	MRKT3055	Survey Research				
Silval Sourcing Free Elective 3.0 Free Free Free Free Free Free Free Fr	MRKT3085	Marketing Analytics				
Free Elective Free Elective Free Elective 3.0 ENGI020 Free Elective 3.0 ENGI020 Free Elective 3.0 ENGI020 Free Elective 3.0 ENGI020 Free Elective 3.0 Free Elective Free Elective 3.0 Free Elective Free Elective 3.0 Free Elective 3.0 Free Elective Free Elective Free Elective 3.0 Free Elective Free Elect	MRKT3150	Special Topics in Marketing				
Free Elective 3.0 Free Electiv	RTL2005	Global Sourcing				
Free Elective 3.0 ENG		Free Electives				
Free Elective		Free Elective	3.0			
Free Elective 3.0 Free Elective 3.0 Free Elective 3.0 Free Elective 3.0 Total Credits 15.0 Total Credits 15.0 Arts & Sciences Core Experience Communications Foundation Courses English Composition 1 3 ENG Communications 1123 ENGISIO2 ENGISE ENGI		Free Elective	3.0			
Free Elective 3.0 Total Credits 15.0 Arts & Sciences Core Experience Communications Foundation Courses ENGID20 English Composition 3.0 ENGID20 Communications & 3.0 ENGID20 ENGID20 ENGID20 Communications & 3.0 ENGID20 ENGID20 ENGID20 Communication Skills I113 ENGID20 ENGID20 ENGID20 ENGID20 ENGID20 ENGID20 ENGID20 ENGID20 Communication Skills I113 ENGID20 ENGID		Free Elective	3.0			
Total Credits Arts & Sciences Core Experience Communications Foundation Courses ENGIQ20 English Composition & 3.0 ENG Composition II 3 Advanced Composition & 3.0 ENG Composition II 3 ENGIQ21 Advanced Composition & 3.0 ENG Composition II 3 ENGIQ20 ENGIQ20 ENGIQ20 Communications Skills 1113 ENGIQ20 Communication Skills 1113 Integrative Learning - 2000 Level 3.0 Integrative Learning - 2000 Level 3.0 Integrative Learning - 4000 Level 6 Integrative Le		Free Elective	3.0			
Arts & Sciences Core Experience Communications Foundation Courses Social Science		Free Elective	3.0			
Arts & Sciences Core Experience Communications Foundation Courses Integrative Learning September		Total Credits	15.0			
Communications Foundation Courses Select One Statistics Science Social Science						
ENG1020 English Composition Advanced Composition & 3.0 ENG Composition II 3 ENG1021 Advanced Composition & 3.0 ENG Composition II 3 ENG1021 Advanced Composition & 1123 ENG1030 Communication Skills 1113 Integrative Learning ILS@4999 Integrative Learning - 2000 Level 3.0 Integrative Learning - 4000 Level 3.0 Integrative Learning - 4000 Level 3.0 Integrative Learning - 4000 Level 3.0 BUM Approach 4053 ENG1030 Communication Skills 1113 Integrative Learning - 4000 Level 3.0 Integr		· · · · · · · · · · · · · · · · · · ·				
ENGID20	Communicat	tions Foundation Courses				_
ENG1021 Communications 1123 ENG1030 Communications 3.0 COM Public Speaking 3 ENG1030 Communication Skills 1113 Integrative Learning	ENG1020	English Composition		_	Composition I	
ENG1030 Communication Skills 1113 Integrative Learning	1	Advanced Composition &	3.0	_	Composition II	3
ENGI030 Communication Skills Integrative Learning ILS@2999 Integrative Learning - 2000 Level 3.0 ILS@2999 Integrative Learning - 4000 Level 3.0 ILS@4999 Integrative Learning - 4000 Level 3.0 Arts & Humanities PHIL3020 Crisis & Controversy: Critical Thinking Approach Approach Ethics of Business Leadership Ado53 PHIL3040 Ethics of Business Leadership Ado53 Select One ART, HIST, HUM, LIT or REL 3.0 Mathematics Mathematics MATH1002 A Survey of College Mathematics (or higher based on placement) MATH2001 Statistics Science Science BIO, CHM, PHY or SCI 3.0 MAT Elementary Statistics 3 Science ECON1001 Macroeconomics 3.0 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives Transfer credit considered on a case-by-case basis Arts & Science Electives Transfer credit considered on a case-by-case basis Arts & Science Electives Transfer credit considered on a case-by-case basis Transfer credit considered on a case-by-case basis Transfer credit considered on a case-by-case basis Arts & Science Electives Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MMKT3002 Product Development RMT12005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2001 Special Project in Integrated Marketing	ENG1021	Communications		1123		
Integrative Learning Integrative Learning - 2000 Level 3.0	1		3.0	COM	Public Speaking	3
ILS@2999 Integrative Learning - 2000 Level 3.0	ENG1030	Communication Skills		1113		
ILS@4999 Integrative Learning - 4000 Level 3.0 Arts & Humanities PHII.3020 Crisis & Controversy: Critical Thinking Or Approach Ethics of Business Leadership 4053 Select One ART, HIST, HUM, LIT or REL 3.0 Transfer credit considered on a case-by-case basis Mathematics MATH.1002 A Survey of College Mathematics (or higher based on placement) 1803 MATH2001 Statistics 3.0 MAT Elementary Statistics 3 Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design Choose 6 credits of the following ADVC305 Special Project in Integrated Marketing 4053 ADVC305 Special Project in Integrated Marketing	Integrative L	earning				
ILS@4999 Integrative Learning - 4000 Level 3.0 Arts & Humanities PHIL3020 Crisis & Controversy: Critical Thinking Or Approach PHIL3040 Ethics of Business Leadership Select One ART, HIST, HUM, LIT or REL 3.0 MATH3040 Transfer credit considered on a case-by-case basis Mathematics MATH1002 Statistics 3.0 MATH2001 Statistics 3.0 SCIENCE BIO, CHM, PHY or SCI 3.0 SCIENCE BIO, CHM, PHY or SCI 3.0 Social Science ECON1001 Macroeconomics 3.0 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives Transfer credit considered on a case-by-case basis Arts & Science Electives Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MMKT3002 Brand Design MMKT3002 Global Sourcing Choose 6 credits of the following ADVC3050 Special Project in Integrated Marketing	ILS@2999	Integrative Learning - 2000 Level	3.0			
Arts & Humanities			3.0			
PHIL3020						
Or PHILI3040 Ethics of Business Leadership Select One ART, HIST, HUM, LIT or REL 3.0 Transfer credit considered on a case-by-case basis Mathematics MATH1002 A Survey of College Mathematics (or higher based on placement) MATH2001 Statistics 3.0 MAT Elementary Statistics 3 Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis For a science Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MATH JUM, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3002 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2001 Creative Concepts and Strategy ADVC3050 Special Project in Integrated Marketing		•	3.0	BUM	Leadershin and Ethics	3
Mathematics MATH1002 A Survey of College Mathematics (or higher based on placement) 3.0 MAT Finite Mathematics 3 MATH2001 Statistics 3.0 MAT Elementary Statistics 3 Science SCIENCE BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. 3.0 Transfer credit considered on a case-by-case basis Total Program Credits 42 Transfer credit considered on a case-by-case basis MRKT3002 Brand Design IS MRKT3002 Brand Design IS MRKT3002 Brand Design IS MRKT3002 Creative Concepts and Strategy ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Or	Approach		_	Leader Strip and Lames	
Mathematics MATH1002 A Survey of College Mathematics (or higher based on placement) 3.0 MAT 1803 Elementary Statistics 3 MATH2001 Statistics 3.0 MAT 2003 Elementary Statistics 3 Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis SCIENCE Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. 3.0 Transfer credit considered on a case-by-case basis Select Two Courses: Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 RRKT3002 Brand Design MRKT3002 Brand Design MRKT3002 Brand Concepts and Strategy ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a	
MATH1002 higher based on placement) MATH2001 Statistics 3.0 MAT 2003 MAT Elementary Statistics 3.0 MAT 2003 Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RT12005 Global Sourcing Choose 6 credits of the following ADVC2005 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing					case-by-case basis	
MATH1002 higher based on placement) MATH2001 Statistics 3.0 MAT 2003 Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS 2343 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis For a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Program Credits 121.0 Specialization in Brand Strategy ADVC2025 Global Sourcing Choose 6 credits of the following ADVC2025 Advanced Brand Communications	Mathematic	s				
MATH2001 statistics 3.0 MAT 2003 Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis For a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing		A Survey of College Mathematics (or		MAT	Finite Mathematics	3
Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis	MATH1002		3.0	1803		
Science BIO, CHM, PHY or SCI 3.0 Transfer credit considered on a case-by-case basis	MATH2001	Statistics	3.0		Elementary Statistics	3
BIO, CHM, PHY or SCI SCIENCE Social Science ECON1001 Macroeconomics Select one ANTH, LEAD, PSCI, PSYC, SOC Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy RRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Science			2003		
SCIENCE Case-by-case basis Social Science ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Science	BIO CHM BHY or SCI	2.0		Transfer credit considered on a	
Social Science	SCIENCE	BIO, CHIVI, PHT OI SCI	3.0			
ECON1001 Macroeconomics 3.0 BUS Principles of Macroeconomics 3 Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing					case-by-case basis	
Select one ANTH, LEAD, PSCI, PSYC, SOC 3.0 Transfer credit considered on a case-by-case basis Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing		T	3.0		Principles of Macroeconomics	3
Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC3050 Special Project in Integrated Marketing	Select one	ANTH LEAD PSCL PSVC SOC	3.0	2343	Transfer credit considered on a	
Arts & Science Electives 3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Jeicer one	,, , , , , , , , , , , , , , , ,	3.0			
3.0 Transfer credit considered on a case-by-case basis Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Arts & Science	l ce Flectives	L		0030-by-0030 basis	
Select two courses from the College of Arts & Sciences, at least one at the 3000 level or higher. Total Credits 42 Total Program Credits Specialization in Brand Strategy Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC3050 Special Project in Integrated Marketing	Arts & scient	e licenves	3.0			
least one at the 3000 level or higher. Total Credits 42 Total Program Credits 121.0 Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Select two cou	irses from the College of Arts & Sciences at	3.0			
Total Program Credits Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC3050 Special Project in Integrated Marketing			0.0			
Total Program Credits Specialization in Brand Strategy 15 Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing			42		2222 29 3400	
Specialization in Brand Strategy Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Tek-10				<u> </u>	
Required Courses: MRKT3002 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing			<u> </u>			
MRKT3020 Brand Design MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing			15			
MRKT3020 Product Development RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	-		T			
RTL2005 Global Sourcing Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing		_				
Choose 6 credits of the following ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	MRKT3020	Product Development				
ADVC2001 Creative Concepts and Strategy ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	RTL2005	Global Sourcing				
ADVC2025 Advanced Brand Communications ADVC3050 Special Project in Integrated Marketing	Choose 6 cred	its of the following				
ADVC3050 Special Project in Integrated Marketing	ADVC2001	Creative Concepts and Strategy				
	ADVC2025	Advanced Brand Communications				
	ADVC3050	Special Project in Integrated Marketing				
ADVC4099 Advertising Internship	ADVC4099	Advertising Internship				

ADVC4120	Marketing Communications in an		BUR	International Marketing	3
	International Context		4463		
MRKT3150	Special Topics in Marketing				
Spec	ialization in Creative Advertising	15			
Required Cou	rses				
ADVC2002	Copywriting and Art Direction				
or	or				
MRKT3002	Brand Design				
ADVC3003	Advertising Campaigns		BUR	Digital Marketing	3
or	or		3143		
MRKT3045	Social Media Marketing				
ADVC4020	Portfolio Seminar				
Choose 6 cred	dits of the following:				
ADVC2025	Advanced Brand Communications				
ADVC3050	Special Project in Integrated Marketing				
	Communications				
ADVC4099	Advertising Internship				
ADVC4120	Marketing Communications in an		BUR	International Marketing	3
	International Context		4463		
GDES2030	Editorial and Publication Design I		ART	Publication Design	3
02101000	Zantonia ana i asmoation sesigni		3593	T dolled for Design	
MRKT3150	Special topics in Marketing		3393		
	in Digital Marketing and Research	15			
		10			
Required Cou		1	DI ID	Di ii laa lui	
ADVC3010	Digital Media Planning		BUR	Digital Marketing	3
or ADVC4050	or Search Engine Marketing		3143		
MRKT3055	Search Engine Marketing Survey Research				
	,				
MRKT3085	Marketing Analytics				
Choose 6 cred	dits of the following:				
ADVC3050	Special Project in Integrated Marketing				
	Communications				
ADVC4050	Search Engine Marketing				
ADVC4099	Advertising Internship				
ADVC4120	Marketing Communications in an		BUR	International Marketing	3
	International Context		4463		
MRKT3011	Data-Driven Marketing				
MRKT3045	Social Media Marketing		BUR	Digital Marketing	3
			3143	Digital Walketing	
MRKT3150	Special Topics in Marketing		3143		
IAILY 12120	Special Topics in Marketing				

Program Name: Marketing B.S. Catalog: 2018-2019 & 2019-2020			Program Name: Marketing, B.S.			
Johnson & Wales University			Palm Beach Atlantic University			
	Major Courses					
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours	
ACCT1210	Einancial Accounting	3.0	ACG 2013	Financial Accounting	3	
ACCT1220	Financial Accounting	3.0	ACG	Managerial Accounting	3	
	Managerial Accounting		2023			
CAR0010	Career Management	1.0	FYE 1001	First Year Experience	1	
FISV2000	Finance	3.0	BUF 2173	Principles of Finance	3	
FIT 1040	Spreadsheet Design for Business Solutions	3.0	CSC 2133	Introduction to Information Systems	3	
LAW2001	The Legal Environment of Business I	3.0	BUS 3193	Business Law I	3	
MGMT1001		3.0	BUM	Principles of Management	3	
	Contemporary Business Management I		2183			
MGMT2001	Human Resource Management	3.0	BUM 3333	Human Resources Management	3	
MRKT1001	_	3.0	BUR	Principles of Marketing	3	
	Principles of Marketing		2153			
	Total Credits	25.0				
	Major Courses					
ADVC1010	Marketing Communications	3.0	BUR 3163	Integrated Marketing Communications	3	
MRKT1002	Consumer Behavior	3.0	BUR 3023	Consumer Behavior	3	
MRKT2050	Marketing Research	3.0	BUR	Marketing Research and Decision	3	
			3063	Making		
MRKT3005	Brand Marketing	3.0	1			
MRKT3045 or	Social Media Marketing or Creative Concepts and Strategy or		BUR	Digital Marketing	3	
ADVC2001 or GDES3050	Basics of Print Design	3.0	3143			
MRKT3050	Techniques in Sales Management	3.0	BUR 3043	Sales Management	3	
MGMT4030	Senior Business Capstone	3.0	BUSV 4713	Internship in Business	3	
MRKT4055	Strategic Marketing	3.0	BUR	Marketing Management	3	
	Total Credits	24.0	4443			
Major Floctio	ves (choose 15 credits of Major	24.0				
•	a Specialization listed below)	15				
ADVC2001	Creative Concepts and Strategy					
ADVC2001 ADVC2002	Copywriting and Art Direction					
ADVC2025	Advanced Brand Communications					
ADVC3003	Advertising Campaigns					
ADVC3003 ADVC3010	Digital Media Planning					
ADVC3050	Special Projects in Integrated Marketing					
ADVC4020	Communications Portfolio Seminar	-				
ADVC4020 ADVC4050	Search Engine Marketing	 				
	Marketing Communications in an		+			
ADVC4120	International Context					
GDES2030	Editorial and Publication Design I		ART 3593	Publication Design	3	
MRKT3002	Brand Marketing	<u> </u>	3333			
MRKT3011	Data-Driven Marketing	<u> </u>				
MRKT3020	Product Development		1			
MRKT3045	Social Media Marketing		BUR	Digital Marketing	3	
WINK13043			3143			

MRKT3085	Marketing Analytics		1		
MRKT3150	Special Topics in Marketing				
RTL2005	Global Sourcing		+		
K1L2003	Free Electives				
	· · · · · · · · · · · · · · · · · · ·	2.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Free Elective	3.0			
	Total Credits	15.0			
Art	s & Sciences Core Experience				
Communicat	tions Foundation Courses				
		3.0	ENG	Composition I	3
ENG1020	English Composition		1113	·	
	Advanced Composition &	3.0	ENG	Composition II	3
ENG1021	Communications		1123		
		3.0	COM	Public Speaking	3
ENG1030	Communication Skills		1113	T done speaking	
			1113		
Integrative L		2.0	+		
ILS@2999	Integrative Learning - 2000 Level	3.0			
ILS@4999	Integrative Learning - 4000 Level	3.0			
Arts & Huma	T				
PHIL3020	Crisis & Controversy: Critical Thinking	3.0			
Or PHIL3040	Approach Ethics of Business Leadership				
Select One	ART, HIST, HUM, LIT or REL	3.0		Transfer credit considered on a	
Sciect One	ANT, HIST, HOW, ET OF NEE	3.0		case-by-case basis	
Mathematic	<u> </u>			case-by-case basis	
wathematic.	1		MAT	Finite Mathematics	3
MATH1002	A Survey of College Mathematics (or higher based on placement)	3.0		Finite Mathematics	3
	Higher based on placement)	2.0	1803		2
MATH2001	Statistics	3.0	MAT	Elementary Statistics	3
			2003		
Science	T				
	BIO, CHM, PHY or SCI	3.0		Transfer credit considered on a	
SCIENCE				case-by-case basis	
Social Scienc	e				
ECON1001	Macroeconomics	3.0	BUS	Principles of Macroeconomics	3
			2343		
Select one	ANTH, LEAD, PSCI, PSYC, SOC	3.0		Transfer credit considered on a	
				case-by-case basis	
Arts & Science	ce Electives				
		3.0		Transfer credit considered on a	
				case-by-case basis	
Select two cou	irses from the College of Arts & Sciences, at	3.0		Transfer credit considered on a	
least one at th	e 3000 level or higher.			case-by-case basis	
	Total Credits	42			
Total Progra					
	m Credits	121.0			
		121.0 15			
Specia	alization in Creative Advertising				
	alization in Creative Advertising				
Special Required Cour	alization in Creative Advertising				
Special Required Court ADVC2002	alization in Creative Advertising ses Copywriting and Art Direction				
Special Required Court ADVC2002 or	alization in Creative Advertising ses Copywriting and Art Direction or				
Special Required Court ADVC2002 or MRKT3002 ADVC3003 or	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045	alization in Creative Advertising Ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020	ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020 Choose 6 credi	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar its of the following:				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020 Choose 6 credi ADVC2025	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar its of the following: Advanced Brand Communications				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020 Choose 6 credi	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar its of the following: Advanced Brand Communications Special Project in Integrated Marketing				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020 Choose 6 credi ADVC2025 ADVC3050	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar its of the following: Advanced Brand Communications Special Project in Integrated Marketing Communications				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020 Choose 6 credi ADVC2025 ADVC3050 BUS4799	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar its of the following: Advanced Brand Communications Special Project in Integrated Marketing Communications College of Business Internship				
Required Cour ADVC2002 or MRKT3002 ADVC3003 or MRKT3045 ADVC4020 Choose 6 credi ADVC2025 ADVC3050	alization in Creative Advertising ses Copywriting and Art Direction or Brand Design Advertising Campaigns or Social Media Marketing Portfolio Seminar its of the following: Advanced Brand Communications Special Project in Integrated Marketing Communications		BUR 4463	International Marketing	3

GDES2030	Editorial and Publication Design I		ART	Publication Design	3
			3593		
MRKT3150	Special topics in Marketing				
Specialization	in Digital Marketing and Analytics	15			
Required Cour	ses				
ADVC3010	Digital Media Planning		BUR	Digital Marketing	3
or	or		3143		
MRKT3045	Social Media Marketing				
ADVC4050	Search Engine Marketing				
MRKT3085	Marketing Analytics				
Choose 6 cred	its of the following:				
ADVC3050	Special Project in Integrated Marketing				
	Communications				
BUS4799	College of Business Internship		BUSV	Internship in Business	3
			4713		
ADVC4120	Marketing Communications in an		BUR	International Marketing	3
	International Context		4463		
MRKT3011	Data-Driven Marketing				
MRKT3045	Social Media Marketing		BUR	Digital Marketing	3
			3143		
MRKT3055	Survey Research				
MRKT3150	Special Topics in Marketing				