



## Transfer Articulation Guide (TAG)

### 3+1 Marketing - Bachelor of Business Administration (B.B.A.)

Guide Effective May 2010; Revised July 2018



Student Name: _____				Notes: _____			
Associate Degree: _____							
GENERAL EDUCATION				BUSINESS CORE			
LANSING COMMUNITY COLLEGE COURSES	Northwood Course Equivalency	Credit	✓	LANSING COMMUNITY COLLEGE COURSES	Northwood Course Equivalency	Credit	✓
<b>BIOL 120</b> (preferred) Environmental Science <b>-OR- Natural Science</b>	Natural Science	4		<b>ACCG 210</b> Principles of Accounting I	ACC 2410	4	
<b>CITA 110</b> (preferred) Intro to Microsoft Office <b>-OR- CITF 110</b> Intro to Computer info Systems	MIS 1500	3		<b>ACCG 211</b> Principles of Accounting II	ACC 2415	4	
<b>ECON 201 &amp; ECON 202</b> Principles of Economics Micro & Macro	ECON 2210 & ECON 2220	8		<b>LEGL 215</b> Business Law I, Basic Principles	LAW 3000	3	
<b>HUMS 213 -OR- HUMS 214</b> World Civilizations <b>-OR- HIST 211 -OR- HIST 212</b> U.S. History	History	4		<b>MGMT 225</b> Principles of Management / Leadership	MGT 2300	3	
<b>MGMT 329</b> Advanced Management Communication	ENG 4010	3		<b>MKTG 200</b> Principles of Marketing	MKT 2080	3	
<b>MGMT 332</b> Ethics: Assumptions for the Future	PHL 3100	3					
<b>MATH 130</b> Finite Math <b>-OR- MATH 120</b> College Algebra (preferred)	MTH 1100 or MTH 1150	4					
<b>STAT 170</b> Statistics <b>-OR- MGMT 335</b> Managerial Statistics	MTH 2310	3					
<b>COMM 130</b> Fund. of Public Speaking (preferred) <b>-OR- COMM 120 -OR- COMM 110</b>	SPC 2050	3					
<b>ENGL 121 &amp; ENGL 122</b> Composition I & II	ENG 1150 & ENG 1200	8					
<b>General Education Electives (9 credits)</b> Any combination of courses from 3 or more subject areas: History, Science, Philosophy, Humanities/Art, Political Science, Psychology or Sociology (May include: MGMT 200 and/or MGMT 234). List courses and credits below:				<b>Lansing Community College Business Coursework Required</b> 17			
				<b>NORTHWOOD UNIVERSITY 4th YEAR COURSES</b>			
				<b>ENG 3200</b> Report Writing (ADP) (Prerequisite: ENG 1200) <b>-OR- 3000/4000</b> Business Core Elective (Campus)		3	
				<b>FIN 3010</b> Financial Management (Prerequisite: ACC 2415)		3	
				<b>MGT 4250</b> Organizational Behavior (Prerequisites: MGT 2300)		3	
				<b>MGT 4800</b> Strategic Planning (Prerequisites: 90 credit hours, MGT 2300, FIN 3010/3210)		3	
				<b>MKC 2100</b> Introduction to Marketing Communications (Prerequisite: MKT 2080)		3	
				<b>Elective</b>		1	
				<b>MKT 3100</b> International Marketing (Prerequisites: MKT 2080, MGT 2300)		3	
				<b>MKT 4230</b> Marketing Research (Prerequisite: MKT 2080; Corequisite MTH 3340)		3	
				<b>MKT 4240</b> Marketing Management (Prerequisite: MKT 4220/4230)		3	
				<b>MTH 3340</b> Statistics II (Prerequisite: MTH 2310)		3	
				<b>PHL 4100</b> Philosophy of the American Enterprise (Prerequisites: 90 credits, ECN 2210, ECN 2220)		3	
				<b>Northwood University Coursework Required</b>			<b>31</b>
<b>Lansing Community College General Education Credits Required</b>				<b>52</b>			
<b>LANSING COMMUNITY COLLEGE - ADDITIONAL COURSES</b>							
<b>MKTG 140</b> Introduction to Advertising	MKT Elective	3					
<b>MKTG 210</b> Marketing on the Internet	MKT 3000	3					
<b>MKTG 120</b> Sales	MKT 2150	3					
<b>MKTG 221</b> Consumer Behavior	MKT 3050	3					
<b>Electives</b>	Electives	11					
<b>Lansing Community College Additional Coursework Required</b>				<b>23</b>			
				<b>Total Lansing Community College credits required</b>			<b>92</b>
				<b>Total Northwood University credits required</b>			<b>31</b>
				<b>B.B.A. total credits required</b>			<b>123</b>

**Requirements of transfer agreement:**

- Completion of an associate's degree from Lansing Community College as shown by official transcripts (additional LCC courses may be required - see advisor).
- Completion of all coursework as shown above. Required coursework, if not completed, must be taken at Northwood University, or completed as transfer credit.
- Minimum B.B.A. degree requirements: 123 semester hours; 31 semester hours must be completed at Northwood University.
- Completion of the Michigan Transfer (MTA) Agreement is strongly encouraged when selecting General Education electives. See an advisor with any questions.
- Students may incorporate additional minors or majors, but this will involve additional coursework. Please see a Northwood University Academic Advisor.
- Adult Degree Program students are required to take FDN 2500 for either zero or one credit.
- All transfer coursework must be college-level; remedial coursework is not considered college-level.

Northwood University is devoted to continuous improvement and reserves the right to revise all curriculum guides or academic programs. To fulfill graduation requirements, students are to complete the curriculum guide that is in effect at the time they are enrolled at Northwood University.

I have read and agree to the provisions of this transfer agreement. I will meet with the Northwood Representative if I have any questions.

Signature (Student): \_\_\_\_\_ Date: \_\_\_\_\_

Northwood Representative: \_\_\_\_\_ Date: \_\_\_\_\_