



Transfer Articulation Guide (TAG)

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

Effective December 6, 2016; Revised July 2018



Student Name: _____	Notes:
Associate Degree: _____	

GENERAL EDUCATION				BUSINESS CORE			
ST. CLAIR COUNTY COMMUNITY COLLEGE	Northwood Course Equivalency	Credit	✓	ST. CLAIR COUNTY COMMUNITY COLLEGE	Northwood Course Equivalency	Credit	✓
CIS 115 Microcomputer Applications	MIS 1500	4		ACCT 211 Principles of Accounting I	ACC 2410	4	
BUS 221 & BUS 222 Principles of Macroeconomics & Microeconomics	ECN 2210 & ECN 2220	6		ACCT 212 Principles of Accounting II	ACC 2415	4	
ENG 101 & ENG 102 English Composition I & II	ENG 1150 & ENG 1200	6		BUS 153 Business Law I	LAW 3000	3	
MTH 113 Pre-Calculus	MTH 1150	4		BUS 180 Marketing Principles	MKT 2080	3	
HIS 101 & HIS 102 History of Western Civilization (preferred) Or HIS 149 & HIS 150	HIS 2100 & 2150	8		BUS 155 Principles of Management	MGT 2300	3	
PHL 213 Ethics	PHL 3100	3		BUS 262 Organizational Behavior and Team Development	MGT 4250	3	
Natural Science: BIO 100, PHY 110, CHM 101, GLG 101 or GEO 101	Natural Science	4		Business Core		20	
SPC 101 Speech Communication	SPC 2050	3		NORTHWOOD UNIVERSITY 4th YEAR COURSES			
MTH 120 Introduction to Statistics	MTH 2310	4		ENG 3200 Report Writing (ADP) (Prerequisite: ENG 1200)		3	
PS 101 Introduction to Political Science	PSC 2010	3		-OR- 3000/4000 Business Core Elective (Campus)			
General Education Electives (7 credits) Choose from Humanities, Science, Mathematics, or Social Science. List courses and credits below:				ENG 4010 Communication & Interpersonal Relations -OR- Adv. Language Study (3000/4000) (Prerequisite: ENG 1200)		3	
				FIN 3010 Financial Management (Prerequisite: ACC 2415)		3	
				MGT 4800 Strategic Planning (Prerequisites: MGT 2300, FIN 3010/3210)		3	
				MKC 2100 Introduction to Marketing Communications (Prerequisite: MKT 2080)		3	
				MKT 3000 E-Commerce (Prerequisites: MKT 2080)		3	
				MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300)		3	
				MKT 4230 Marketing Research (Prerequisites: MTH 3340, MKT 2080)		3	
				MKT 4240 Marketing Management (Prerequisite: MKT 4230)		3	
General Education		52		MTH 3340 Statistics II (Prerequisites: MTH 2310)		3	
ST. CLAIR COUNTY COMMUNITY COLLEGE - ADDITIONAL COURSES				NORTHWOOD UNIVERSITY COURSEWORK REQUIRED			
BUS 181 Professional Selling	MKT 2150	3		PHL 4100 Philosophy of the American Enterprise (Prerequisites: 90 credits, ECN 2210, ECN 2220)		3	
BUS 250 Advertising and Promotion Management	MKT Elective	3		Northwood University Coursework Required			
BUS 252 Consumer Behavior	MKT 3050	3		St. Clair County Community College Required Credits		90	
Electives (3 or 4 credits of 200 level coursework)	Electives	9		Northwood University Required Credits		33	
				B.B.A. Total Credits Required			
Additional Coursework		18		B.B.A. Total Credits Required		123	

Requirements of transfer agreement:

- Completion of an associate's degree from St. Clair County Community College as shown by official transcripts (additional SC4 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.
- All transfer coursework must be college-level; remedial coursework is not considered college-level.
- All Adult Degree Program students are required to take FDN 2500 for zero or 1 credit.
- Students may incorporate additional minors or majors, but this will involve additional coursework; please see a Northwood University advisor.

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 accepted for admission to 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: _____