

Marketing, B.S.

C. S. Mott Community College

This bachelor’s degree provides students with a theoretical base as well as working applications of marketing. Growing domestic and global populations, increasing demands for a wide range of products and services in modern society, and technology and media advancements stress the need for marketing professionals who understand the operations and problems associated with getting goods and services from the producer to the user. Care paths include product consultant, sales representative, marketing manager, retail store buyer, research analyst and advertising professional. More information regarding NMU’s College of Business can be found at <http://webb.nmu.edu/Colleges/Business/>

The bachelor’s degrees offered by NMU’s College of Business are vibrant and engaging programs that prepare graduates for the business world. Business students receive personalized support and over 90% of their classes are taught by full-time faculty.

The College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which has accredited fewer than 5% of business schools world-wide.

For the student whose career objective is a professional degree in Business, NMU’s College of Business offers majors in Accounting, Accounting/Computer Information Systems, Accounting/Corporate Finance, Information Assurance/Cyber Defense, Information Systems, Entrepreneurship, Finance & Risk Management (with a choice of a concentration in Corporate Finance/Investments or Risk Management/Insurance), Management, Marketing, and Ski Area Business Management.

In addition to the many degrees students can choose, NMU’s College of Business offers them in a setting where faculty and students work together in an atmosphere of creative exploration. A Financial Trading Lab, Superior Fund (student managed investment fund), New Business Venture Competition, Greeting Card Project, are examples of first-class hands-on learning opportunities available to students which are comparable and even better than most institutions in the country. Moreover, students will find life-enriching opportunities in our many student clubs, internships at major companies, and travel/study to foreign countries.

College of Business majors cannot enroll in NMU business courses (300-level or above) until they have been admitted to the College of Business. To be considered for admission to the College of Business, students must complete pre-requisite courses equivalent to NMU’s EN 111, EN 211, MA 103 (or higher), MA 171, ACT 230, ACT 240, EC 201, EC 202, CIS 112, CIS 212, 8 credits of general education courses, and other elective credits to total 48 semester credit hours with an overall 2.25 GPA. Current enrollment can count toward meeting the minimum requirements, however, formal admission will not be granted until after successful completion of the minimum credits. After receiving general admission to NMU, students must then submit a separate application to the College of Business by March 1 for the fall semester, October 1 for the winter semester, or March 1 for the summer semester.

Michigan Transfer Agreement (MTA): Students who transfer to Northern Michigan University from a Michigan community college who have Michigan Transfer Agreement Satisfied posted on their transcript will be considered to have met the requirements of NMU’s Liberal Studies/General Education program. Students will still be expected to complete all other degree requirements, including graduation requirements (world cultures, health promotions, and lab) and any courses listed as “Other Required Courses” that may also be Liberal Studies/General Education courses. Degree requirements can be found at www.nmu.edu/catalog. Transfer students who do not complete the entire block of courses required by the MTA will receive credit for courses they do complete on the basis of individual evaluation and established transfer equivalencies.

C.S. Mott Community College Course Title / Course Title / Comments	Credit Hours	NMU Equivalent	NMU Degree Requirements
When selecting courses, students should refer to their community college’s Michigan Transfer Agreement (MTA). <i>Students pursuing</i> the MTA must successfully complete at least 30 credit hours and earn a minimum grade of “C” in each course. The list of courses following this section will fulfill major, minor, and/or other degree requirements. If any of these courses are taken to fulfill the MTA, students will take advantage of “double counting” (fulfilling more than one requirement with one course).	30		General Education Degree
Students will fulfill NMU’s world cultures requirement by completing one of the following courses: ANTH 211, ART 116, GEOG 142, HIST 265, HIST 266, MUS 183, or PHIL 251	3-4		World Cultures Requirement
ENGL 101, English Composition or ENGL 103, Composition for Technical Fields 1	3	EN 111	Admissions Pre-requisite to the College of Business
ENGL 102, English Composition or ENGL 104, Composition for Technical Fields 2	3	EN 211 or EN 211D	Admissions Pre-requisite to the College of Business

MATH 130, College Algebra	4	MA 111	Admissions Pre-requisite to the College of Business
MATH 150, Probability and Statistics	4	MA 171	Admissions Pre-requisite to the College of Business
PSYC 281, General Psychology	3	PY 100G	Admissions Pre-requisite to the College of Business
SOCY 191, Introductory Sociology or SOCY 292, Analysis of Social Problems	3	SO 101 or SO 113	Admissions Pre-requisite to the College of Business
ACCT 201, Principles of Accounting I	5	ACT 230	Business Core
ACCT 202, Principles of Accounting II	5	ACT 240	Business Core
<i>Mott CC does not offer an equivalent course.</i>	4	FIN 351	Business Core
BUSN 251, Business Law I	3	MGT 221	Business Core
MGMT 181, Principles of Management	3	MGT 240	Business Core
<i>Mott CC does not offer an equivalent course.</i>	4	MGT 325	Business Core
<i>Mott CC does not offer an equivalent course.</i>	4	MGT 344	Business Core
<i>Mott CC does not offer an equivalent course.</i>	4	MKT 230	Business Core
<i>Mott CC does not offer an equivalent course.</i>	2	CIS 112	Marketing Major
<i>Mott CC does not offer an equivalent course.</i>	2	CIS 212	Marketing Major
<i>Mott CC does not offer an equivalent course.</i>	4	MKT 335 or MKT 430	Marketing Major
<i>Mott CC does not offer an equivalent course.</i>	4	MKT 435	Marketing Major
<i>Mott CC does not offer an equivalent course.</i>	4	MKT 438 or MKT 466	Marketing Major
<i>Mott CC does not offer an equivalent course.</i>	4	MKT 425	Marketing Major
<i>Mott CC does not offer an equivalent course.</i> Choose from the following (or other courses approved by your Management advisor and the Associate Dean of the College of Business): CIS 440, MGT 228, MGT 285, MGT 326, MGT 327, MGT 415, MGT 422, MGT 475, MKT 310, MKT 331, MKT 335, MKT 360, MKT 410, MKT 411, MKT 430, MKT 432, MKT 438, MKT 466, MKT 470, MKT 491, or MKT 495	12		Marketing Major
ECON 222, Principles of Economics (Microeconomics)	4	EC 201	Other Requirements
ECON 221, Principles of Economics (Macroeconomics)	4	EC 202	Other Requirements
COMM 131, Fundamentals of Public Speaking	3	SP 100	Other Requirements
Select courses with assistance from your advisor or an NMU transfer admissions counselor. At least 6 credits must be from outside the College of Business.	10		General Electives
Total credit hours required for this degree: <i>Note: A maximum of 64 semester credits and an additional 4 semester credits in physical education activity courses may transfer from a two-year community or junior college. Not including General Electives, there are 80-81 semester credits of specific courses included in this transfer guide for this college.</i>	128		

Note: The transfer credit information provided reflects the current evaluation of courses from this college. Changes will occasionally take place at NMU and your college, so the information provided in this guide is subject to change. Students should contact an NMU transfer admissions counselor to keep informed of these changes. Final responsibility for verifying all transfer information lies with the student; a transfer guide is not intended to be a contract with NMU.

For further information regarding the selection and transfer of courses, contact one of NMU's Transfer Admissions Counselors, at 800.682.9797 or 906.227.2650 or transfer@nmu.edu.

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