



Transfer Articulation Guide (TAG)

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

Guide effective October, 2022



Student Name:							
Associate Degree:							
MOTT COMMUNITY COLLEGE - GENERAL EDUCATION	Northwood Course Equivalency	Credit	✓	MOTT COMMUNITY COLLEGE ELECTIVES	Northwood Course Equivalency	Credit	✓
PSCN 170 Intro to American Government	PSC 2010	3		MKTG 257 Consumer Behavior	MKT 3050	3	
COMM 131 Fundamentals of Public Speaking	SPC 2050	3		MKTG Elective (MKTG 251 preferred)	MKT Elective	3	
ENGL 101 English Composition I	ENG 1150	3		Electives (100 level or higher) MKTG 108, MGMT 183, and MGMT 185 preferred	Electives	9	
ENGL 102 English Composition II	ENG 1200	3		Electives (200 level or higher) BUSN 294, MKTG 250 and MKTG 253 preferred	Electives	12	
MATH 130 College Algebra	MTH 1150	4					
MATH 150 Probability & Statistics	MTH 2310	4					
Natural Science - Select course with lab from these disciplines: ASTR, BIOL, CHEM, PHYS	Natural Science	4		MOTT COMMUNITY COLLEGE Required			27
Psychology, Sociology or Humanities Elective	PSY, SOC or HUM	3		NORTHWOOD UNIVERSITY 4TH YEAR COURSEWORK			
Western Civilization: HIST 151 or 152 World History (preferred) or HIST 154 or 155 US History	History	3		ECN 4010 Economics of Public Policies (Prerequisites: ECN 2210, and 60 credits.)			3
MOTT COMMUNITY COLLEGE GENERAL EDUCATION		30		FIN 3010 Financial Management (Prerequisite: ACC 2415)			3
MOTT COMMUNITY COLLEGE - COMMON PROFESSIONAL CORE				MGT 4250 Organizational Behavior (Prerequisite: MGT 2300)			3
ACCT 201 Principles of Accounting I	ACC 2410	4		MGT 4800 Strategic Planning (Prerequisites: 90 credits, MGT 2300, FIN 3010/3210)			3
ACCT 202 Principles of Accounting II	ACC 2415	4		MKC 2100 Introduction to Marketing Communications (Prerequisite: MKT 2080)			3
COMG 153 Computers - A Practical Approach	MIS 1500	3		MKT 2150 Selling & Sales Management (Prerequisite: MKT 2080)			3
ECON 221 Principles of Economics Macro	ECN 2220	4		MKT 3000 E-Commerce (Prerequisite: MKT 2080)			3
ECON 222 Principles of Economics Micro	ECN 2210	4		MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300)			3
MKTG 150 Principles of Marketing	MKT 2080	3		MKT 4230 Marketing Research (Prerequisites: MTH 3340, MKT 2080)			3
MGMT 181 Principles of Management	MGT 2300	3		MKT 4240 Marketing Management (Prerequisite: MKT 4230)			3
BUSN 262 Business Law II (Preferred) or BUSN 261 Business Law I	LAW 3000	3		MTH 3340 Statistics II (Prerequisites: MTH 2310, MIS 1500)			3
PHL 295 Ethics	PHL 3100	3		PHL 4100 Philosophy of the American Enterprise			3
				Total MOTT COMMUNITY COLLEGE Credits Required			84
				Total Northwood University Credits Required			36
MOTT COMMUNITY COLLEGE Required		27		B.B.A. Total Credits Required			120

Requirements of transfer agreement:

- Completion of an associate's degree from Mott Community College as shown by official transcripts (additional Mott Community College courses may be required - see advisor).
- Completion of all coursework as shown above.
- A minimum of 120 credit hours are needed to obtain a B.B.A. from Northwood University.
- A minimum of 30 credit hours must be completed with Northwood University.
- All transfer coursework must be college-level; remedial coursework is not considered college-level.
- 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 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: _____

11/08/22