## Transfer Articulation Guide (TAG)

**3+1 Marketing - Bachelor of Business Administration (B.B.A.)**  
**Effective December 6, 2016**

### Student Name:  
### Associate Degree:  
### Notes:

### GENERAL EDUCATION

<table>
<thead>
<tr>
<th>ST. CLAIR COUNTY COMMUNITY COLLEGE</th>
<th>Northwood Course Equivalency</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 115 Microcomputer Applications</td>
<td>MIS 1500</td>
<td>4</td>
</tr>
<tr>
<td>BUS 221 &amp; BUS 222 Principles of Macroeconomics &amp; Microeconomics</td>
<td>ECN 2210 &amp; ECN 2220</td>
<td>6</td>
</tr>
<tr>
<td>ENG 101 &amp; ENG 102 English Composition I &amp; II</td>
<td>ENG 1150 &amp; ENG 1200</td>
<td>6</td>
</tr>
<tr>
<td>MTH 113 Pre-Calculus</td>
<td>MTH 1150</td>
<td>4</td>
</tr>
<tr>
<td>HIS 101 &amp; HIS 102 History of Western Civilization (preferred) Or HIS 149 &amp; HIS 150</td>
<td>HIS 2100 &amp; 2150</td>
<td>8</td>
</tr>
<tr>
<td>PHL 213 Ethics</td>
<td>PHL 3100</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science: BIO 100, PHY 110, CHM 101, GLG 101 or GEO 101</td>
<td>Natural Science</td>
<td>4</td>
</tr>
<tr>
<td>SPC 101 Speech Communication</td>
<td>SPC 2050</td>
<td>3</td>
</tr>
<tr>
<td>MTH 120 Introduction to Statistics</td>
<td>MTH 2310</td>
<td>4</td>
</tr>
<tr>
<td>PS 101 Introduction to Political Science</td>
<td>PSC 2010</td>
<td>3</td>
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</tbody>
</table>

### St. Clair County Community College General Education 52

### BUSINESS CORE

<table>
<thead>
<tr>
<th>ST. CLAIR COUNTY COMMUNITY COLLEGE</th>
<th>Northwood Course Equivalency</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>ACCT 211 Principles of Accounting I</td>
<td>ACC 2410</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 212 Principles of Accounting II</td>
<td>ACC 2415</td>
<td>4</td>
</tr>
<tr>
<td>BUS 153 Business Law I</td>
<td>LAW 3000</td>
<td>3</td>
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<tr>
<td>BUS 180 Marketing Principles</td>
<td>MKT 2080</td>
<td>3</td>
</tr>
<tr>
<td>BUS 155 Principles of Management</td>
<td>MGT 2300</td>
<td>3</td>
</tr>
<tr>
<td>BUS 262 Organizational Behavior and Team Development</td>
<td>MGT 4250</td>
<td>3</td>
</tr>
</tbody>
</table>

### St. Clair County Community College Electives 18

### NORTHWOOD UNIVERSITY 4TH YEAR COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 3200 Report Writing (ADP) (Prerequisite: ENG 1200)</td>
<td>3</td>
</tr>
<tr>
<td>OR: 3000/4000 Business Core Elective (Campus)</td>
<td></td>
</tr>
<tr>
<td>ENG 4010 Communication &amp; Interpersonal Relations -OR- Adv. Language Study (3000/4000) (Prerequisite: ENG 1200)</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3010 (ADP) -OR- FIN 3210 Financial Management (Prerequisite: ACC 2415)</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4800 Strategic Planning (Prerequisites: MGT 2300, FIN 3010/3210)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 2200 Sales Management (Prerequisite: MKT 2010)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3000 E-Commerce (Prerequisites: MKT 2080)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 4230 Marketing Research (Prerequisites: MTH 3340, MKT 2080)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 4240 Marketing Management (Prerequisite: MKT 4230)</td>
<td>3</td>
</tr>
</tbody>
</table>

### Northwood University Coursework Required 33

### St. Clair County Community College Required Credits 90

### Northwood University Required Credits 33

### 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.
- 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: ___________________________