



Transfer Articulation Guide (TAG)

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

Guide effective March, 2023



Student Name:							
Associate Degree:							
NORTH CENTRAL MICHIGAN COLLEGE GENERAL EDUCATION CORE	Northwood Course Equivalency	Credit	✓	NORTH CENTRAL MICHIGAN COLLEGE MAJOR / ELECTIVES	Northwood Course Equivalency	Credit	✓
ENG 111 English Composition I	ENG 1150	3		M 202 Fundamentals Of Advertising	MKT Elective	3	
ENG 112 English Composition II	ENG 1200	3		M 205 Principles Of Selling: Relationship And Leadership Edge	MKT 2150	3	
HST 231 Survey of Early Western Civilization	HIS 2100	3		M 204 E-Commerce, Retailing & Service Management	MKT 3000	3	
MATH 130 College Algebra	MTH 1150	4		M 220 Marketing & Management Strategy	MKT Elective	3	
STAT 200 Statistics	MTH 2310	3		Electives (200 level or higher)	Elective	17	
Natural Science (with lab)-Select from: BIO, CEM, ESC, PHY	Natural Science	4		Total Major / Electives Credits Required		29	
PLS 141 Intro to American Government	PSC 2010	3		NORTHWOOD UNIVERSITY 4TH YEAR COURSEWORK			
Psychology, Sociology (or Humanities see advisor) Elective	PSY, SOC or HUM	3		ECN 4010 Economics of Public Policies (Prerequisites: ECN 2210, and 60 credits.)		3	
COM 111 Public Speaking	SPC 2050	3		FIN 3010 Financial Management (Prerequisite: ACC 2415)		3	
General Education Core				29	MGT 4250 Organizational Behavior (Prerequisite: MGT 2300)		3
COMMON PROFESSIONAL CORE					MGT 4800 Strategic Planning (Prerequisites: 90 credits, MGT 2300, FIN 3010/3210)		3
B 211 Principles of Accounting I	ACC 2410	4		MKT 2100 Introduction to Marketing Communications		3	
B 212 Principles of Accounting II	ACC 2415	4		MKT 3050 Consumer Behavior (Prerequisite: MKT 2080)		3	
ECO 111 Microeconomics	ECN 2210	3		MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300)		3	
ECO 112 Microeconomics	ECN 2220	3		MKT 4230 Marketing Research (Prerequisites: MTH 3340, MKT 2080)		3	
B 290 Business Law I	LAW 3090	3		MKT 4240 Marketing Management (Prerequisite: MKT 4230)		3	
B 200 Principles of Management	MGT 2300	3		MTH 3340 Statistics II (Prerequisites: MTH 2310)		3	
CIS 100 Introduction to Computers or OAS 252 Microsoft Office for Windows (preferred)	MIS 1500	3		PHL 4100 Philosophy of the American Enterprise (Prerequisite: ECN 2210, ECN 2220, 90 credits)		3	
M 200 Introduction to Marketing	MKT 2080	3		Total North Central Michigan College Credits Required		87	
PHL 105 Introduction to Ethics	PHL 3100	3		Total Northwood University Credits Required		33	
Professional Core Required				29	B.B.A. Total Credits Required		120

Requirements of transfer agreement:

- Completion of an associate's degree from North Central Michigan College as shown by official transcripts (additional NCMC 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: _____