



Lansing Community College & Northwood University

Transfer Articulation Guide (TAG) Bachelor of Business Administration | Major: Marketing

(Guide Effective May 2010)



This 3 + 1 transfer agreement is designed for Lansing Community College students who plan to earn a Bachelor of Business Administration (BBA) with a major in Marketing from Northwood University.

Requirements of transfer agreement:

- Completion of an associate's degree from Lansing Community College as shown by official transcripts.
- Completion of coursework as shown below. Required coursework, if not completed, must be taken at Northwood University, or completed as transfer credit.
- A minimum of 123 semester credit hours are needed to obtain a BBA from Northwood University.
- A minimum of 31 semester credit hours must be completed with Northwood University.
- All transfer coursework must be college-level; remedial coursework is not considered college level.

General Education Coursework, Transfer Course Title		Semester Hours	NU Equivalency
Intro Computer Info Systems	[CITA 110], CITF 110 or CITF 200	3	MIS 1050
Principles of Economics Micro & Macro	ECON 201 and ECON 202	8	ECN 2210 & ECN 2220
Composition I & II or Writing about Lit & Ideas & Honors Writing	[WRIT 121 and WRIT 122] or WRIT 121 and ENGL 122	8	ENG 1150 & ENG 1200
Advanced Mgmt Communication	MGMT 329	3	ENG 4010
History	HUMS 213/214 or HIST 211/212	4	History
Ethics: Assumptions for the Future	MGMT 332	3	PHL 3100
Science	Natural Science, [BIOL 120]	4	Natural Science
Fundamentals of Public Speaking	[SPCH 130], SPCH 110 or SPCH 120	3	SPC 2050
Managerial Statistics	MGMT 335	3	MTH 2310
History, Science, Philosophy, Humanities/Art, Political Science, Psychology or Sociology (May include: MGMT 200)	Any combination of courses [MGMT 234]	10	Elective Courses

General Education Semester Credit Hours 49

[Brackets] designate NU recommended courses

Business Core Coursework, Transfer Course Title		Semester Hours	NU Equivalency
Principles of Accounting I & II	ACCG 210 and ACCG 211	8	ACC 2410 & ACC 2415
Business Law I	LEGL 215	3	LAW 3000
Principles of Management	MGMT 225	3	MGT 2300
Principles of Marketing	MKTG 200	3	MKT 2080

Business Core Semester Credit Hours 17

Required Electives, Transfer Course Title		Semester Hours	NU Equivalency
Introduction to Advertising	MKTG 140	3	ADV 1110
e-Commerce	MKTG 210	3	MKT 3000
Sales	MKTG 120	3	MKT 2010
Consumer Behavior	MKTG 221	3	MKT 3050

Electives Coursework Semester Credit Hours 12

Elective Coursework, Transfer Course Title		Semester Hours	NU Equivalency
Electives	Any combination of courses	12	Electives

Electives Coursework Semester Credit Hours 12

Total Lansing Community College Coursework 90

Completion of courses as outlined above fulfills prerequisites for fourth year courses at Northwood University.



Lansing Community College & Northwood University
 Transfer Articulation Guide (TAG)
 Bachelor of Business Administration | Major: Marketing
 (Guide Effective May 2010)



Northwood University, Coursework		Semester Hrs.
Business Core Elective (<i>campus</i>) Report Writing (<i>ADP</i>)	3000/4000 elective (<i>campus</i>) ENG 3200 (<i>ADP</i>)	3
Sales Management	MKT 2200	3
International Marketing	MKT 3100	3
Global Understanding Elective	<i>elective</i>	3
Marketing Research	MKT 3340 ¹	3
Marketing Management	*MKT 4230	3
Organizational Behavior	MGT 4250	3
Philosophy of American Enterprise	PHL 4100	3
Strategic Planning	*FIN 3010	3
Statistics II	MTH 3340	3
Finite Math or College Algebra	MTH 1100 or MTH 1150	3

Total Northwood University Course Semester Credit Hours **33**

*Indicates Northwood University required prerequisite courses.

¹Indicates Northwood University co-requisite courses.

Students may incorporate additional minors or majors, but this will involve additional coursework.

Northwood University is devoted to continuous improvement and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes but not additions to the students program of study. 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 an academic advisor or program center manager if I have any questions.

Signature (Student): _____ Date: _____

Northwood Representative: _____ Date: _____

If you have any questions, please call Northwood University at **(800) 622-9000**.