



Transfer Articulation Guide (TAG)

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

Effective September 2022; Revised October 2022



Student Name: _____							
Associate Degree: _____							
LANSING COMMUNITY COLLEGE GENERAL EDUCATION	Northwood Course Equivalency	Credit	✓	LANSING COMMUNITY COLLEGE ELECTIVES	Northwood Course Equivalency	Credit	✓
BIOL 120 Environmental Science (preferred) -OR- Natural Science	Natural Science	4		MKTG 120 Sales	MKT 2150	3	
COMM 130 Fundamentals of Public Speaking	SPC 2050	3		MKTG 140 Introduction to Advertising	MKT Elective	3	
ENGL 121 Composition I	ENG 1150	4		MKTG 210 Marketing on the Internet	MKT 3000	3	
ENGL 122 Composition II	ENG 1200	4		MKTG 221 Consumer Behavior	MKT 3050	3	
HIST 215 -OR- HIST 216 World Civilizations -OR- HIST 211 -OR- HIST 212 U.S. History	History	4		Electives (200 level or higher)	Electives	8-10	
MATH 120 College Algebra	MTH 1150	4					
MGMT 335 -OR- STAT 170 -OR- STAT 215 Statistics	MTH 2310	3 or 4					
POLS 120 American Political System	PSC 2010	4		LANSING COMMUNITY COLLEGE		20-22	
PSYC 200 Psychology or SOCL 120 Sociology (or HUM - see advisor) or MGMT 200 (HUM) or MGMT 234 (SOC)	PSY, SOC or HUM	3 or 4		NORTHWOOD UNIVERSITY 4TH YEAR COURSEWORK			
LANSING COMMUNITY COLLEGE GENERAL EDUCATION			34-36	ECN 4010 Economics of Public Policies (Prerequisites: ECN 2210, and 60 credits.)		3	
LANSING COMMUNITY COLLEGE - COMMON PROFESSIONAL CORE				MGT 4250 Organizational Behavior (Prerequisite: MGT 2300)		3	
ACCG 210 Principles of Financial Accounting	ACC 2410	4		MGT 4800 Strategic Planning (Prerequisites: 90 credits, MGT 2300, FIN 3010/3210)		3	
ACCG 211 Principles of Managerial Accounting	ACC 2415	4		MKC 2100 Introduction to Marketing Communications (Prerequisite: MKT 2080)		3	
ACCG 271 Principles of Finance	FIN 3010	3		MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300)		3	
CITA 110 (preferred) Intro to Microsoft Office -OR- CITF 110 Intro to Computer Systems	MIS 1500	3		MKT 4230 Marketing Research (Prerequisite: MKT 2080, MTH 3340)		3	
ECON 201 Principles of Economics Micro	ECN 2210	4		MKT 4240 Marketing Management (Prerequisite: MKT 4230)		3	
ECON 202 Principles of Economics Macro	ECN 2220	4		MTH 3340 Statistics II (Prerequisite: MTH 2310)		3	
LEGL 215 Business Law I-Basic Principles	LAW 3000	3		PHL 4100 Philosophy of the American Enterprise (Prerequisite: ECN 2210, ECN 2220, 90 credits)		3	
MGMT 225 Principles of Management/ Leadership	MGT 2300	3		Elective (3000/4000 level)		3	
MKTG 200 Principles of Marketing	MKT 2080	3		Total Lansing Community College Credits Required		90	
PHL 152 Ethics (preferred) -OR- MGMT 332 Ethics: Assumptions for the Future	PHL 3100	3		Total Northwood University Credits Required		30	
LANSING COMMUNITY COLLEGE			34	B.B.A. Total Credits Required		120	

Requirements of transfer agreement:

- Completion of an associate's degree from Lansing Community College as shown by official transcripts (additional Lansing 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: _____