

Macomb Coursework – Before Transfer:

University Core Curriculum	15-18 Hrs
ENGL 1180: Communications 1 or ENGL 1210: Composition 1	3-4
MATH 1000 (transfer requirement)	4
Art, Creative Writing, Foreign Language, Humanities, Literature, Music, Philosophy, Theatre Arts	3-4
Any PHED Wellness course- 2000 or above	2-3
BUSN 1010: Business Enterprise	3

Professional Core	39 Hrs
ACCT 1080: Principles of Accounting 1	4
ACCT 1090: Principles of Accounting 2	4
ACCT 2270: Managerial Accounting	4
BCOM 2050: Business Communications	4
ECON 1160: Principles of Economics 1	3
ECON 1170: Principles of Economics 2	3
ITCS 1400: Micros in Business (Prerequisite is ITCS 1010)	4
MATH 1340: Statistics	4
MGMT 1010: Principles of Management	3
MGMT 2100: Effective Organizational Behavior & Team Development Or PSYC 2400: Industrial Organizational Psychology (Prerequisite is PSYC 1010)	3
MKTG 1010: Principles of Marketing	3

Major Requirement	3 Hrs
MKTG 2020: Advertising and Promotion Management	3

Electives	22-25 Hrs
Selected with academic advisor assistance Suggested Elective–BUSN 2100: International Business	22-25

Walsh College Coursework – After Transfer:

Professional Core	27 Hrs
BBA 420: Legal & Tax Environment of Business	3
BBA 461: Business Strategy & Policy	3
BIT 335: Foundations of Business Information Technology	3
COM 320: Business Communication Methods	3
COM 340: Professional Communication	3
FIN 310: Financial Markets	3
FIN 315: Financial Management	3
QM 301: Statistical Inference for Management Decisions	3
Any 400 level course at Walsh College	3

Major Requirements	9 Hrs
MKT 415: Consumer & Buyer Behavior	3
MKT 435: Marketing Research	3
MKT 460: Strategic Marketing	3

Electives	9 Hrs
Refer to Online Walsh College Catalog	9

Macomb Credits = 82**Walsh College Credits = 45****Total Credits for Bachelor of Business Administration in Marketing = 127**

Note: A grade of C or better is required for a course to transfer. This guide and its requirements are subject to change and should be used in consultation with an academic advisor.