

**Macomb Community College:  
Associate of Business Administration (ABA)  
Marketing**

**Walsh:  
Bachelor of Business Administration (BBA)  
Marketing**

Students who have declared both the Macomb ABA program and the Walsh BBA transfer program on their Macomb student record will be following transfer requirements developed by Walsh and Macomb Community College. This will allow for necessary courses and credit hours to be applied to degree requirements at each institution.

***Macomb Community College -- Before Transfer:***

<b>Associate of Business Administration -- Marketing</b>	<b>62 Hrs.</b>
ACCT 1070 or ACCT 1080 For maximum transferability ACCT 1080 is strongly recommended	4
*BCOM 2050: Business Communications	4
BLAW 1080: Business Law 1	4
BUSN 1010: Business Enterprise	3
ITCS 1010: Computer & Information Processing Principles	4
MGMT 1010: Principles of Management	3
MKTG 1010: Principles of Marketing	3
MKTG 2300: Marketing Strategies	3
MKTG 2060: Consumer Behavior	3
Marketing Electives Four (4) courses previous not completed: BUSN 2060, MKTG 1020, MKTG 1050, MKTG 1210, MKTG 1510, MKTG 1810, MKTG 2010, or MKTG 2020	12
*GEN ED - Group I: ENGL 1180 Communications 1 or ENGL 1210 Composition 1	3-4
*GEN ED - Group II: For maximum transferability MATH 1000, MATH 1100, or MATH 1340 is strongly recommended	4
*GEN ED - Group III: ECON 1160 Principles of Economics 1 and PSYC 1010 Introductory Psychology	7
*GEN ED - Group IV: Art, Creative Writing, Foreign Language, Humanities, INTL 2000, 2300, 2800, Literature, Music, Philosophy, or any WHES 2000 level course.	3-4
Before Transfer Meet with a Walsh advisor at the Macomb University Center for assistance when choosing courses and determining credit hours Up to an additional 20 credit hours may be earned toward your BBA degree while achieving your Macomb ABA degree. A maximum 82 transfer credit hours may transfer. Courses noted with an * will count toward the required 30 credit hours of general education coursework. ECON 1170 must be completed at Macomb before transfer. Recommended Courses for Transfer: ACCT 1090, ACCT 2270, BLAW 1090, *ECON 1170, *MATH 1340 (MGMT 2100 or *PSYC 2400)	20
<b>Maximum transferable credit hours to Walsh</b>	<b>82 Hrs.</b>

## Walsh -- After Transfer:

<b>Bachelor of Business Administration -- Marketing</b>	<b>45 Hrs.</b>
COM 320: Business Communication Methods	3
COM 340: Professional Communication	3
FIN 310: Financial Markets	3
FIN 315: Financial Management	3
IT 335: Business Driven Technology	3
MKT 415: Consumer and Buyer Behavior	3
MKT 435: Marketing Research	3
MKT 460: Strategic Marketing	3
MGT 461: Business Strategy and Policy	3
QM 301: Statistical Inference for Management Decisions	3
MKT Electives	6
Elective - BBA professional core elective - 400 level	3
Elective Credits or Equivalent Course not taken above **	3

**Maximum credits at Macomb College = 82**

**Credits in residence at Walsh = 45**

**Minimum credits for Bachelor of Business Administration in Marketing = 127**

### **Important Information:**

- All content is for informational purposes and is designed to be used as a tool to assist students with transfer information but should not be used for self-advising.
- When pursuing a Macomb degree work closely with BOTH Macomb College and Walsh academic advisors or counselors to ensure all degree requirements are being met.
- Not all prerequisite courses are included on this guide.
- Transfer credit limits vary by each transfer college and major. This program guide may contain more than the maximum number of transfer credits Walsh will accept.
- Macomb College and Walsh reserve the right to make any necessary changes to courses, provisions, or transfer requirements without notice.
- It is the responsibility of the student to be aware of changes which will affect their transfer program. Students are strongly encouraged to contact Walsh on an annual basis to review requirements.
- Concurrent Enrollment: Students may be enrolled and taking courses at both Macomb and Walsh during the same semester after completing minimum Walsh admission requirements. Meet with a Walsh advisor for additional information.
- Reverse Transfer: If you decide to transfer before graduating from Macomb you may be eligible to earn your associate degree after the fact. Meet with a Macomb academic advisor or counselor for information, or visit: [macomb.edu/transfer](http://macomb.edu/transfer).
- For further program information please contact Walsh at the Macomb University Center at 586.723.1500 to schedule an appointment with a Walsh academic advisor, or visit: [Macomb University Center - Walsh](http://Macomb University Center - Walsh).

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