

Macomb Community College: Associate of Business Administration (ABA) Marketing	Walsh College: Bachelor of Business Administration (BBA) Marketing
Students who have declared both the Macomb ABA program and the Walsh College BBA transfer program on their student record will be following transfer requirements developed by Walsh College 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:	
Associate of Business Administration -- Marketing	62 Hrs.
ACCT 1080: Principles of Accounting 1	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 2060: Consumer Behavior	3
MKTG 2300: Marketing Strategies	3
PSYC 1010: Introductory Psychology	4
GEN ED - Group I*: ENGL 1180 Communications 1 or ENGL 1210 Composition 1	3-4
GEN ED - Group II*: MATH 1000 Intermediate Algebra or higher level MATH course	4
GEN ED - Group III*: ECON 1160 Principles of Economics 1	3
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
Marketing Elective Courses: Complete 4 courses: BUSN 2060; MKTG 1020, 1050, 1210, 1510, 1810, 2010, or 2020	12
Before Transfer: Meet with a Walsh College advisor for assistance with additional course planning and selections. Up to an additional 20 credits may be completed at Macomb College. Walsh College will accept a maximum of 82 credits which must include 30 credits of general education coursework. Courses on this guide noted with an * will count toward this general education credit requirement. Recommended for transfer: ECON 1170*(must be completed at Macomb), MATH 1340*, ACCT 1090, ACCT 2270, BLAW 1090, MGMT 2100 or PSYC 2400*.	20
Maximum transferable credit hours to Walsh College	82 Hrs.
Walsh College -- After Transfer:	
Bachelor of Business Administration -- Marketing	45 Hrs.
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
MKTG 415: Consumer and Buyer Behavior	3
MKTG 435: Marketing Research	3
MKTG 460: Strategic Marketing	3
MKTG Electives	6

MGT 461: Business Strategy and Policy	3
QM 301: Statistical Inference for Management Decisions	3
Elective – BBA professional core elective – 400 level	3
Elective Credits or Equivalent Courses not taken above **	6
Maximum credits at Macomb College= 82	Credits in residence at Walsh College = 45
<i>Minimum credits for Bachelor of Business Administration in Marketing = 127</i>	

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 College academic advisors or counselors to ensure all degree requirements are being met.
- Transfer credit limits vary by each transfer college and major. This program guide may contain more than the maximum number of transfer credits Walsh College will accept.
- Macomb College and Walsh College 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 College on an annual basis to review requirements.
- Concurrent Enrollment: Students may be enrolled and taking courses at both Macomb and Walsh College during the same semester after completing minimum Walsh College admission requirements. Meet with a Walsh College 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.
- For further program information please contact Walsh College at the Macomb University Center at 586.723.1500 to schedule an appointment with a Walsh academic advisor, or visit: Macomb University Center - Walsh College .

(Revised: May 2018)