

Macomb Community college
Associate of Business Administration (ABA)

Walsh College
Bachelor of Business Administration (BBA) in
Marketing

Macomb Coursework – Before Transfer:

Core Curriculum to be taken at Macomb	19-22 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
ITCS 1010: Computer & Information Processing Principles	4

Professional Core	47 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
BLAW 1080: Business Law 1	4
BLAW 1090: Business Law 2	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: Personnel & Human Resource Management	3

Electives	11-14 Hrs
Selected with academic advisor assistance	11-14

Walsh College Coursework – After Transfer

Professional Core	24 Hrs
BBA 461: Business Strategy & Policy	3
BIT 335: Foundations of Business Information Technology	3
**COM 300: Communication Essentials	0
COM 320: Business Communication Methods	3
COM 340: Professional Communication	3
FIN 310: Financial Markets	3
FIN 315: Financial Managements	3
QM 301: Statistical Inference for Management Decisions	3
Any 400 level course at Walsh College	3

**Note: COM 300 is required of all students who score below 4 on the Walsh College communications placement exam.	
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Major Requirements	9 Hrs
MKTG 415: Consumer and Buyer Behavior	3
MKTG 435: Marketing Research	3
MKTG 460: Strategic Marketing	3

Electives to be taken at Walsh	12 Hrs
Refer to Online Walsh College Catalog	12

Maximum Macomb Credits = 82	Minimum credits at Walsh = 45
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Total Number of Credits needed for Bachelor of Business Administration in Marketing = 127
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