



Transfer Articulation Guide (TAG)
3+1 Marketing - Bachelor of Business Administration (B.B.A.)
Effective January 2014, Revised July 2018



Student Name:				Notes:			
Associate Degree:							
GENERAL EDUCATION				BUSINESS CORE			
KIRTLAND COMMUNITY COLLEGE	Northwood Course Equivalency	Credit	✓	KIRTLAND COMMUNITY COLLEGE	Northwood Course Equivalency	Credit	✓
CIS 10500 Introduction to Computers	MIS 1500	3		ACC 12100 Accounting Principles I	ACC 2410	4	
ECO 20100 & 20200 Principles of Macroeconomics and Microeconomics	ECN 2210 & ECN 2220	6		ACC 12200 Accounting Principles II	ACC 2415	4	
ENG 10303 & 10403 English Composition I & II	ENG 1150 & ENG 1200	6		BUS 21000 Principles of Management	MGT 2300	3	
MTH 13000 -OR- 18001 College Algebra -OR- Pre-Calculus	MTH 1150	4		BUS 21500 Business Law	LAW 3000	3	
HIS 20100 -OR- HIS 20200 United States History	Civic Lit. Elective	3		MKT 20000 Principles of Marketing	MKT 2080	3	
Natural Science - select a course with a lab from: AST, BIO, CHE, GEL, or PHY	Natural Science	4					
SPE 10500 (Preferred) -OR- 11400 Fund. of Speech -OR- Intro to Interpersonal/Public Comm	SPC 2050	3					
MTH 20600 Application in Statistics	MTH 2310	4		Business Core Required 17			
PHL 21000 Introduction to Ethics	PHL 3100	3		NORTHWOOD UNIVERSITY 4th YEAR			
General Education Electives (15-17 credits) Any combination of courses from 3 or more subject areas: History, Science, Philosophy, Humanities/Art, Political Science, Psychology or Sociology. List courses and credits below:				ENG 3200 Report Writing (ADP) (Prerequisite: ENG 1200) -OR- 3000/4000 Business Core Elective (Campus) 3			
				ENG 4010 Communication & Interpersonal Relations -OR- Adv. Language Study (3000/4000) (Prerequisite: ENG 1200) 3			
				FIN 3010 Financial Management (Prerequisite: ACC 2415) 3			
				MGT 4250 Organizational Behavior (Prerequisite: MGT 2300) 3			
				MGT 4800 Strategic Planning (Prerequisites: MGT 2300, FIN 3010/3210) 3			
				MKC 2100 Introduction to Marketing Communications 3			
				MKT 2150 Selling and Sales Management (Prerequisite: MKT 2080) 3			
				MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300) 3			
General Education Required		52		MKT 4230 Marketing Research (Prerequisites: MTH 3340, MKT 2080) 3			
KIRTLAND COMMUNITY COLLEGE				MKT 4240 Marketing Management (Prerequisite: MKT 4230) 3			
Open Electives (100 level or higher)	Electives	9		MTH 3340 Statistics II (Prerequisites: MTH 2310) 3			
MKT 20200 Digital Marketing	MKT 3000	3		PHL 4100 Philosophy of the American Enterprise (Prerequisites: 90 credits, ECN 2210, ECN 2220) 3			
MKT 20400 Advertising	MKT Elective	3					
MKT 11000 Consumer Behavior	MKT 3050	3		Northwood University Coursework Required 36			
				Total Kirtland Community College Credits Required 87			
				Total Northwood University Credits Required 36			
Electives Required		18		B.B.A. Total Credits Required 123			

Requirements of transfer agreement:

- Completion of an associate's degree from Kirtland Community College as shown by official transcripts (additional KCC courses may be required - see advisor).
- Completion of all coursework as shown above. Required coursework, if not completed, must be taken at Northwood University, or completed as transfer credit.
- Minimum B.B.A. degree requirements: 123 semester hours; 31 semester hours must be completed at Northwood University.
- Students may incorporate additional minors or majors, but this will involve additional coursework. Please see a Northwood University Academic Advisor.
- Adult Degree Program students are required to take FDN 2500 for zero or one credit.
- All transfer coursework must be college-level; remedial coursework is not considered college-level.

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: _____