BACHELOR OF BUSINESS ADMINISTRATION DEGREE (BBA/MBA)

Student Name:

Student ID#:

Date:

Starting Year:	2026 Starting Freshman
Major(s):	Marketing Communications
Minor	

		Take in	Completed	Remaining
FALL - FIRST YEAR				
ENG 1150	Composition I			3
MGT 2300	Principles of Management			3
MIS 1500	Business Productivity Software			3
MKT 2080	Principles of Marketing			3
PHL 1100	Philosophy of American Life & Business			3
MTH 1100 MTH 1150 MTH 3100	Finite Math OR College Algebra OR Calculus			3
LDR 1110	The NU Experience			1
SPRING				
ECN 2210	Principles of Microeconomics			3
ENG 1200	Composition II *(ENG 1150)*			3
MKC 2100	Introduction to Marketing Communications *(MKT 2080)*			3
MKC 2110	Media Economics and Technology			3
MTH 2310	Statistics I *(MIS 1500, MTH 1100/1150)*			3
NSC 2100	Environmental Science			3
LDR 1300	Professional Branding & Planning			1
FALL - SECOND				
ACC 2410	Fundamentals of Financial Accounting			3
ECN 2220	Principles of Macroeconomics			3
HIS 2100	Foundations of the Modern World I			3
MKC 2300	Digital Media Planning *(MKC 2100)*			3
CHOICE				3
PSC 2010	Introduction to American Government			3
LDR 2250	Emerging Leaders			1
SPRING				
ACC 2415	Fundamentals of Managerial Accounting *(ACC 2410)*			3
CHOICE				3
LAW 3000	Business Law I			3
MKC 2400	Creative Concepts & Strategy *(MKC 2100)*			3
PHL 3100	Ethics *(60 crs.)*			3
SPC 2050	Speech Communications			3
	LOWER LEVEL HOURS COMPLETED		**0**	
	LOWER LEVEL HOURS REMAINING			**75**
	TOTAL HOURS COMPLETED			**0**

Notes:

		Take in	Completed	Remaining
FALL - THIRD YEAR				
3000/4000	*CHOICE (SEE *SIE BELOW)*			3
MKC 3200	Digital, Social & Mobile Marketing *(MKC 2100)*			3
MKC 4500	Current Issues in Global Mktg. & Consumer Behavior *(MKC 3200 concurrent)*			3
MTH 3340	Statistics II *(MTH 2310)*			3
MKT 3050	Consumer Behavior *(MKT 2080)*			3
FIN 3010	Financial Management *(ACC 2415)*			3
SPRING				
3000/4000	*CHOICE (SEE *SIE BELOW)*			3
ECN 4010	Economics of Public Policy *(60 crs., ECN 2210)*			3
MGT 4250	Organizational Behavior (MGT 2300) *(SEE **SIE** BELOW)*			3
MGT 4800	Strategic Planning *(90 crs, MGT 2300, FIN 3010/3210)*			3
MKC 4100	Integrated Mktg. Communications Campaigns *(MKC 2300)*			3
MKT 4230	Marketing Research *(MTH 3340, MKT 2080)*			3
SUMMER or COMPRESSED COURSES				
3000/4000	*CHOICE (SEE *SIE BELOW)*			3
3000/4000	PSY/SOC/HUM *(SEE *SIE BELOW)*			3
MKT 3990	Internship *(See * in notes section)*			3
	UPPER LEVEL HOURS COMPLETED		**0**	
	UPPER LEVEL HOURS REMAINING			**45**
	TOTAL HOURS REMAINING			**120**

Notes:

A maximum of 19 credits are to be taken in a semester.

Any courses taken in a compressed or summer session are at student's expense.

In the DeVos MBA program, students develop business acumen, critical thinking, and personal effectiveness. To fully prepare for the study of business acumen concepts at the graduate level, Northwood recommends that students in the four-year BBA/MBA program take the following elective courses: **MTH 3100 Calculus I, MTH 3340 Statistics II, MKT 3050 Consumer Behavior, MKT 4230 Marketing Research, ECN 3000 International Trade and FIN 4010 International Finance.**

In the DeVos MBA program, students develop personal effectiveness during class meetings as well as through work in groups. To accelerate the learning in this area, Northwood recommends that students in the four-year BBA/MBA program take **SOC 3500 Cultural Anthropology.**

Taking Courses off-sequence will delay timely degree completion. It is the student's responsibility to consult with an Academic Advisor to ensure timely degree completion.
*A credit-bearing internship is required prior to starting the MBA program. All internships must be approved by the Chair of your specific program.

A minor consists of 18 credits (6 courses) in a defined discipline. Three of these courses (9 credits) must be at the 3000/4000 level and 6 credits must be taken at Northwood University. Some minors require specific coursework. Contact your Academic Advisor for programs that require specific coursework.

***SIE** (Semester in Europe) Course Substitutions: Courses that are taken by students who participate in the Semester in Europe program. Students interested in this program should not take these courses prior to SIE. They will take these courses during Semester in Europe. See an Academic Advisor if you have questions.

Northwood University is devoted to continuous improvement of all programs and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes in your program of study. This curriculum guide reflects what is correct at the time of publication.

8/24/2026