



Transfer Articulation Guide (TAG)
 3+1 Marketing - Bachelor of Business Administration (B.B.A.)
 Effective May 2025



Student Name:							
Associate Degree:							
GENERAL EDUCATION	Northwood Course Equivalency	Credit	✓	MAJOR / ELECTIVES	Northwood Course Equivalency	Credit	✓
POL 120 American Government	PSC 2010	3		MKT 123 Fundamentals of Selling	MKT 2150	3	
COM 231 Public Speaking	SPC 2050	3		MKT 221 Consumer Behavior	MKT 3050	3	
ENG 111 Writing and Inquiry	ENG 1150	3		MKT 225 Marketing Research	MKT 4230	3	
ENG 112 Writing / Research in the Disciplines	ENG 1200	3		MKT 232 Social Media Marketing	MKT 3150	3	
MAT 171 Precalculus Algebra (Preferred) or MAT 143 Quantitative Literacy	MTH 1150/ MTH 1100	3		Electives (200 level or higher)	Electives	17	
MAT 152 Statistical Methods I	MTH 2310	4					
BIO 140 & BIO 140A Environmental Biology (with Lab)	NSC 2100	4		Major / Electives Required			29
Psychology, Sociology (or Humanities, see advisor)	PSY/SOC/HUM 3000/4000	3		NORTHWOOD UNIVERSITY 4TH YEAR COURSEWORK			
HIS 111 World Civilizations I or HIS 112 World Civilizations II	HIS 2100	3		ECN 4010 Economics of Public Policies (Prerequisites: 60 credits and ECN 2210)	3		
General Education Required		29		MGT 4250 Organizational Behavior and Leadership (Prerequisite: MGT 2300)	3		
COMMON PROFESSIONAL CORE				MGT 4800 Strategic Planning (Prerequisites: 90 credits, MGT 2300, and FIN 3010 or FIN 3210)	3		
ACC 120 Principles of Financial Accounting	ACC 2410	4		MKC 2100 Introduction to Marketing Communications (Prerequisite: MKT 2080)	3		
ACC 121 Principles of Managerial Accounting	ACC 2415	4		MKT 3000 E-Commerce (Prerequisite: MKT 2080)	3		
BUS 225 Business Finance	FIN 3010	3		MKT 3100 International Marketing (Prerequisites: MGT 2300 and MKT 2080)	3		
CIS 110 Intro to Computers	MIS 1500	3		MKT 4240 Marketing Management (Prerequisite: MKT 4230)	3		
ECO 251 Principles of Microeconomics	ECN 2210	3		MTH 3340 Statistics II (Prerequisite: MTH 2310)	3		
ECO 252 Principles of Macroeconomics	ECN 2220	3		PHL 4100 Philosophy of American Enterprise (Prerequisites: 90 credits, ECN 2210, and ECN 2220)	3		
MKT 120 Principles of Marketing	MKT 2080	3		3000/4000 Choice Elective	3		
BUS 137 Principles of Management	MGT 2300	3					
BUS 115 Business Law I	LAW 3000	3		Total Vance-Granville Community College Credits Required			90
BUS 240 Business Ethics	PHL 3100	3		Total Northwood University Credits Required			30
Common Professional Core Required		32		B.B.A. Total Credits Required			120

Requirements of transfer agreement:

- Completion of an associate's degree from Vance-Granville Community College as shown by official transcripts (additional VGCC courses may be required - see advisor).
- Completion of all coursework as shown above.
- A minimum of 120 credit hours are needed to obtain a B.B.A. from Northwood University.
- A minimum of 30 credit hours must be completed with Northwood University.
- All transfer coursework must be college-level; remedial coursework is not considered college-level.
- Students may incorporate additional minors or majors, but this will involve additional coursework; please see a Northwood University advisor.

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: _____

2025.05.31