Transfer Articulation Guide (TAG)

3+1 Automotive Marketing Management
Bachelor of Business Administration (B.B.A.)
Guide effective September, 2022; Revised August, 2026

Macomb Community College
Education • Enrichment • Economic Development
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NORTHWOOD UNIVERSITY

Student Name:

Associate Degree:

MACOMB COMMUNITY COLLEGE GENERAL EDUCATION CORE	Northwood Course Equivalency	Credit	✓
ENGL 1211 (preferred) Composition 1 - OR - **ENGL 1181** Communications 1	ENG 1150	3-4	
ENGL 1220 (preferred) Composition 2 - OR - **ENGL 1190** Communications 2	ENG 1200	3-4	
HIST 1500 or **HIST 1600** Western Civ. (preferred) -OR- **HIST 2100** or **HIST 2200** History of the US	History	4	
MATH 1340 Statistics	MTH 2310	4	
MATH 1415 Precalculus I: College Algebra (Preferred) - OR - **1360** Finite Mathematics	MTH 1100 or MTH 1150	4	
Natural Science (with lab)-Select from: **BIOL, CHEM, ENVS, ESCI, PHYS, PHSA**	Natural Science	4	
POLS 1000 Introduction to American Politics	PSC 2010	4	
Psychology, Sociology or Humanities Elective	PSY, SOC or HUM	3-4	
SPCH 1060 Speech	SPC 2050	3	
Macomb Community College General Education Core		**32-35**	
MACOMB COMMUNITY COLLEGE - COMMON PROFESSIONAL CORE			
ACCT 1080 Principles of Accounting I	ACC 2410	4	
ACCT 1090 Principles of Accounting II	ACC 2415	4	
BLAW 1080 Business Law I	LAW 3000	4	
ECON 1160 Principles of Economics 1	ECN 2220	3	
ECON 1170 Principles of Economics 2	ECN 2210	3	
ITCS 1010 Computer and Information Processing Principles	MIS 1500	4	
MGMT 1010 Principles of Management	MGT 2300	3	
MKTG 1010 Principles of Marketing	MKT 2080	3	
PHIL 2100 Introduction to Ethics	PHL 3100	3	
Macomb Community College Professional Core Required		**31**	

MACOMB COMMUNITY COLLEGE MAJOR / ELECTIVES	Northwood Course Equivalency	Credit	✓
AUTO Electives (may take MKTG 2010 Professional Selling for 3 of the 9 credits)	AM Electives	9	
MGMT 2100 Effective Org Behavior & Team Development	MGT 4250	3	
Electives (2000 level or higher) Recommend BCOM 2050 and BUSN 2060	Electives	6-9	
Macomb Community College Major and Electives		**18-21**	
NORTHWOOD UNIVERSITY 4TH YEAR COURSEWORK			
AM 1200 History and Culture of the Automotive Industry		3	
AM 2640 Dealership Variable Operations (Prerequisite: AM 1200)		3	
AM 2650 Dealership Fixed Operations (Prerequisite: AM 1200)		3	
AM 3630 Dealership Accounting (Prerequisite: ACC 2415)		3	
AM 3650 Dealership Legal Issues/Finance and Insurance (Prerequisite: 60 Credits Completed)		3	
AM 3990 Internship - **Required** (Prerequisite: 30 Credits Completed)		3	
AM 4650 Dealership Financial Statement Analysis (Prerequisite: 90 Credits Completed)		3	
AM 4670 Dealership General Management (Prerequisite: 90 Credits Completed)		3	
ECN 4010 Economics of Public Policies (Prerequisites: ECN 2210, and 60 credits.)		3	
FIN 3010 Financial Management (Prerequisite: ACC 2415)		3	
MGT 4800 Strategic Planning (Prerequisites: 90 credits, MGT 2300, FIN 3010/3210)		3	
PHL 4100 Philosophy of the American Enterprise (Prerequisite: ECN 2210, ECN 2220, 90 credits)		3	
Total Macomb Community College Credits Required		**84**	
Total Northwood University Credits Required		**36**	
B.B.A. Total Credits Required		**120**	

Requirements of transfer agreement:

- Completion of an associate's degree from Macomb Community College as shown by official transcripts (additional Macomb 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: _____

2026.08.26