Transfer Articulation Guide (TAG)

3+1 Marketing - Bachelor of Business Administration (B.B.A.)

Guide effective August 10, 2022, Reviewed Ocrober 2026

Student Name:

Associate Degree:

DELTA COLLEGE - GENERAL EDUCATION	Northwood Course Equivalency	Credit	✓
American Government - select from: **POL 103, 105, 212, 215, 220, 221, 223, 225, 228**	Political Science	3 or 4	
COM 112 Fund. of Oral Comm. (preferred) **-OR- COM 114** Interpersonal Comm.	SPC 2050	3	
ENG 111 College Composition (preferred) **-OR- OAT 151** Business Communication	ENG 1150	3	
ENG 112 College Composition (preferred) **-OR- OAT 152** Business Communication	ENG 1200	3	
MTH 120 Finite Math **-OR-** higher level **Math**	MTH 1100 or higher	3 or 4	
MTH 208 -OR- MTH 209 Elementary Statistics	MTH 2310	3 or 4	
Natural Science - select a course with lab from: **AST, BIO, CHM, GLG, PHY, PSC**	Natural Science	4 or 5	
Psychology, or **Sociology**, (or **Humanities**-see advisor) **Elective**	PSY, SOC or HUM	3	
Western Civilization (preferred) **-OR- U.S. History -** select one: **HIS 111, 112, 221, 222**	History	3 or 4	
Delta College General Education Required		**28-33**	
DELTA COLLEGE - COMMON PROFESSIONAL CORE			
ACC 211 Principles of Financial Accounting	ACC 2410	4	
ACC 212 Principles of Managerial Accounting	ACC 2415	4	
ACC 235 Financial Management	FIN 3010	3	
CST 133 Computer Concepts (preferred) **-OR- CST 134** Micro Computers	MIS 1500	3 or 4	
ECN 221 Principles of Macroeconomics	ECN 2220	4	
ECN 222 Principles of Microeconomics	ECN 2210	4	
MGT 243 Principles of Marketing	MKT 2080	3	
MGT 245 Principles of Management	MGT 2300	3	
MGT 251 Business Law I	LAW 3000	3	
PHL 213 Introduction to Ethics (preferred) **-OR- PHL 203** Business Ethics	PHL 3100	3	
Delta College Elective Coursework Required		**34-35**	

DELTA COLLEGE ELECTIVES	Northwood Course Equivalency	Credit	✓
MGT 143 Principles of Advertising	MKT Elective	3	
MGT 145 Principles of Sales	MKT 2150	3	
MGT 247 Principles of Retailing	MKT Elective	3	
CST 115 e-Commerce Concepts	MKT 3000	3	
Electives (200 level or higher) Delta College recommends LW 220, 221 or any LWA class for associate.	Electives	10-16	
Delta College Electives Required		**22-28**	
NORTHWOOD UNIVERSITY 4TH YEAR COURSEWORK			
ECN 4010 Economics of Public Policies (Prerequisites: ECN 2210, and 60 credits.)		3	
MGT 4250 Organizational Behavior (Prerequisite: MGT 2300)		3	
MGT 4800 Strategic Planning (Prerequisites: 90 credits, MGT 2300, FIN 3010/3210)		3	
MKC 2100 Introduction to Marketing Communications		3	
MKT 3050 Consumer Behavior (Prerequisite: MKT 2080)		3	
MKT 3100 International Marketing (Prerequisites: MKT 2080, MGT 2300)		3	
MKT 4230 Marketing Research (Prerequisites: MTH 3340, MKT 2080)		3	
MKT 4240 Marketing Management (Prerequisite: MKT 4230)		3	
MTH 3340 Statistics II (Prerequisites: MTH 2310)		3	
PHL 4100 Philosophy of the American Enterprise (Prerequisite: ECN 2210, ECN 2220, 90 credits)		3	
Total Delta College Credits Required		**90**	
Total Northwood University Credits Required		**30**	
B.B.A. Total Credits Required		**120**	

Requirements of transfer agreement:

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

2026.10.20