 

**2016-17 Transfer Guide**

**Cleary University and Mott Community College**

**BBA in Marketing**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cleary University** | |  |  | Mott Community College | | |  |
| **Business Core Courses** | |  |  |  | |  | |
| **COURSE NAME** | | **CREDITS** |  | **COURSE NAME** | | **CREDITS** | |
| BAC 3000 | Business Research and  Communication | 3 |  |  |  |  | |
| ECO 3200 | Managerial Economics  (Prereq: ECO 2500) | 3 |  | ECON 221 &  ECON 222 | Principles of Economics  (Macroeconomics) &  Principles of Economics (Microeconomics) | | 4 &  4 |
| MTH3440 | Quantitative Business Analysis  (Prereq: CAS 1500 and MTH 1800) | 3 |  |  |  | |  |
| ACC 4012 | Financial and Managerial Accounting  (Prereq: ACC 2411) | 3 |  |  |  | |  |
| FIN 4000 | Financial Management  (Prereq: FIN 2000 and MTH 3440) | 3 |  |  |  | |  |
| MGT 4000 | Management Skills Seminar | 3 |  |  |  | |  |
| ENT 4050 | Creativity and Innovation | 3 |  |  |  | |  |
| LAW 3200 | Business Ethics and Legal Issues | 3 |  | BUSN 251 &  BUSN 252  or  BUSN 251 &  PHIL 295 | Business Law I &  Business Law II  or  Business Law I &  Ethics | | 3 &  3  or  3 &  3 |
| BCS 4400 | Technology and the Organization | 3 |  |  |  | |  |
| MKT 4150 | Interactive Marketing  (Prereq: MKT 1500) | 3 |  |  |  | |  |
| QTY 4320 | Quality Management | 3 |  |  |  | |  |
| MGT 4200 | International Business | 3 |  |  |  | |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Major Courses** | |  |  |  | |  |
| **COURSE NAME** | | **CREDITS** |  | **COURSE NAME** | | **CREDITS** |
| MKT 4200 | Market Intelligence | 3 |  |  |  |  |
| MKT 4800 | Consumer Behavior | 3 |  |  |  |  |
| MTH 4340 | Marketing Research & Relationship Marketing (Prereq: MTH 3440) | 3 |  |  |  |  |
| MKT 4350 | Social Marketing Theory and Practice | 3 |  |  |  |  |
| MKT 4400 | Marketing Metrics (Prereq: MTH 3440) | 3 |  |  |  |  |
| MGT 3400 | Managing Projects in Organizations | 3 |  |  |  |  |
| PJT 4910 | Professional Project I (Prereq: MGT 3400) | 3 |  |  |  |  |
| PJT 4920 | Professional Project II (Prereq: PJT 4910, C or higher) | 3 |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **LOWER DIVISION REQUIREMENTS** | | | | | | | | |
| **COURSE NAME** | | **CREDITS** |  | **COURSE NAME** | | **CREDITS** | |
| BAC 1000 | Foundations in Undergraduate Studies | 1 |  |  |  | |  |
| ACC 2411 | Principles of Accounting I | 4 |  | ACCT 201 | Principles of Accounting I | | 5 |
| CAS 1500 | Microsoft Office Applications | 3 |  | BUSN 180 or  COMG 154 | Microsoft Excel or  Intermediate Practical Computer Skills | | 2 or  3 |
| ECO 2500 | Macroeconomics | 3 |  | ECON 221 | Principles of Economics  Macroeconomics | | 4 |
| ENG 1600 | Business Composition  (Prereq: ENG 1010) | 3 |  | ENGL 101 | English Composition I | | 3 |
| FIN 2000 | Introduction to Business Finance  (Prereq: CAS 1500) | 3 |  |  |  | |  |
| MGT 1500 | Introduction to Business | 3 |  | BUSN 104 | Introduction to Business | | 3 |
| MGT 1600 | Introduction to Management | 3 |  | MGMT 181 | Principles of Management | | 3 |
| MKT 1500 | Enterprise Marketing | 3 |  | BUSN 255 | Principles of Marketing | | 3 |
| MTH 1800 | Introduction to Business Statistics  (Prereq: CAS 1500 and MTH 1700) | 3 |  | MATH 150 | Probability and Statistics | | 4 |

|  |
| --- |
| **Notes** |
| **Note 1:** 120 semester credits are required for a Bachelor of Business Administration (BBA); 60 semester credits are required for an Associate in Business Administration (ABA).  **Note 2:** Electives/General Education may be any Mott Community College courses or transfer or may include credit for prior learning or proficiency exam credit. There is no fee for prior learning evaluation prior to the final term of the program.  **Note 3:** Scholarships are available for Mott Community College transfer students. Other scholarships and financial aid are available to all Cleary students.  **Note 4:** Cleary core and major courses are completed on-ground or distance learning online. Thirty credits (thirty-seven for BBA degree completion programs) must be completed with Cleary University to fulfill residency requirements. The maximum number of credits that may be transferred to Cleary University is 90 semester (83 semester for BBA degree completion degrees) credits. Consult a Cleary academic advisor for class schedule information. |