

# DAVENPORT UNIVERSITY - MARKETING\*

## BBA Degree Completion Transfer Guide

120 Semester Credit Hours

Effective Fall 2007 - Summer 2008

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### KELLOGG COMMUNITY COLLEGE

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#### FIRST AND SECOND YEAR: COMPLETION OF ASSOCIATES DEGREE AT KELLOGG COMMUNITY COLLEGE

- Associates Degree In: Marketing - E-Commerce  
or  
 Other AA degree

*Students should consult with a Kellogg Community College advisor to determine requirements and required courses for Associates Degree.*

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#### THIRD YEAR

*The following courses are required to be taken if not previously completed in the Associate Degree.*

*Please Note: Students may dual enroll at both Kellogg Community College and Davenport University to complete 3rd year courses.*

*Please see a Kellogg Community College advisor or Davenport University admissions representative for details.*

#### Foundations of Excellence

##### Davenport Competency Requirement

- |                          |          |  |
|--------------------------|----------|--|
| <input type="checkbox"/> | COMM120  | Presentation Techniques.....                 |
| <input type="checkbox"/> | ECON200  | Microeconomics.....                          |
| <input type="checkbox"/> | ECON201  | Macroeconomics.....                          |
| <input type="checkbox"/> | ENGL109  | Composition.....                             |
| <input type="checkbox"/> | ENGL110  | Advanced Composition.....                    |
| <input type="checkbox"/> | FRSM100  | Career & Education Seminar or Open Elective. |
| <input type="checkbox"/> | MATH120  | College Mathematics.....                     |
| <input type="checkbox"/> | MATH320  | Introduction to Statistics.....              |
| <input type="checkbox"/> | SOSC201  | Diversity in Society.....                    |
| <input type="checkbox"/> | HUMN     | Humanities Elective.....                     |
| <input type="checkbox"/> | SOSC     | Social Science Elective.....                 |
| <input type="checkbox"/> | SCI/MATH | Science/Math Elective.....                   |

##### Kellogg Community College Equivalent

- |   |  |
|---|--|
| COMM207                                     | Public Speaking                            |
| ECON202                                     | Principles of Economics-MICRO              |
| ECON201                                     | Principles of Economics-MACRO              |
| ENG151                                      | Freshman Composition                       |
| ENG152                                      | Freshman Composition II                    |
| COMM101                                     | Foundations of Interpersonal Communication |
| MATH121                                     | Intermediate Algebra                       |
| MATH130 or BUAD112                          | Statistics or Business Statistics          |
| HUMA205                                     | Ethical Dilemmas in Modern Society         |
| Creativity Elective                         |  |
| PSYC201                                     | Introduction to Psychology                 |
| Critical Thinking Elective in MATH/SCI area |  |

#### Foundations of Business

- |                          |         |                                       |
|--------------------------|---------|---------------------------------------|
| <input type="checkbox"/> | ACCT201 | Accounting Foundations I.....         |
| <input type="checkbox"/> | ACCT202 | Accounting Foundations II.....        |
| <input type="checkbox"/> | BITS211 | Microcomputer Apps: Spreadsheets..... |
| <input type="checkbox"/> | BUSN120 | Introduction to Business.....         |
| <input type="checkbox"/> | BUSN210 | Professional Ethics.....              |
| <input type="checkbox"/> | CISP101 | Computer Foundations.....             |
| <input type="checkbox"/> | LEGL210 | Business Law Foundations.....         |
| <input type="checkbox"/> | MGMT211 | Management Foundations.....           |
| <input type="checkbox"/> | MKTG211 | Marketing Foundations.....            |

- |         |  |
|---------|--|
| ACCO101 | General Accounting                           |
| ACCO102 | General Accounting                           |
| OIT182  | Intermediate Excel                           |
| BUAD101 | Introduction to Business                     |
| PHIL202 | Introduction to Ethics                       |
| OIT100  | Introduction to Computer Information Systems |
| BUAD201 | Business Law                                 |
| BUAD131 | Principles of Management                     |
| BUAD251 | Principles of Marketing                      |

#### Major

- |                          |         |                              |         |                           |
|--------------------------|---------|------------------------------|---------|---------------------------|
| <input type="checkbox"/> | MKTG213 | Advertising Foundations..... | BUAD121 | Principles of Advertising |
| <input type="checkbox"/> | MKTG310 | Consumer Behavior.....       | BUAD271 | Consumer Behavior         |

#### **Choose one of the following specialties**

##### Advertising & Promotion Specialty

- NONE

##### Business to Business Specialty

- NONE

##### Entrepreneurship Specialty

- NONE

##### Sport Marketing Specialty

- NONE

FOURTH YEAR: Bachelor Degree Completion\*

The following courses **must** be taken at Davenport University to meet residency and program specific major requirements. Please contact a Davenport University Admissions Representative with any questions.

Foundations of Excellence

- ENGL311 Professional Writing

Foundations of Business

- FINC211 Corporate Finance

Major

- MKTG212 Professional Selling  
 MKTG412 Marketing Research  
 MKTG421 International Marketing  
 MKTG430 Product Development/Management  
 MKTG441 Strategic Marketing

**Plus 3 (three) Marketing Electives or choose one of the following Specialty:**

Advertising & Promotion Specialty

- MKTG306 Creative Strategies  
 MKTG314 Media Planning  
 MKTG420 Integrated Communications Management

Business to Business Specialty

- MKTG305 Sales Management  
 MKTG311 Channel Strategies  
 MKTG404 Business to Business Marketing

Entrepreneurship Specialty

- BUSN425 New Venture Planning  
 FINC223 Entrepreneurial Finance  
 MKTG320 Marketing Of Services  
 MKTG322 Internet Marketing

Sport Marketing Specialty

- MGMT214 Sport Management Foundations  
 MGMT223 Sports in Society  
 MKTG215 Sport Marketing  
 MKTG350 Sport Advertising and Promotion

Open Electives

\* The state of Michigan requires a minimum of 120 credit hours for Bachelors Degree completion. To meet this minimum, Open Electives may be required. Non-developmental level courses taken at your community college and not applied directly toward third year requirements will be applied in this area. An official evaluation of transfer credit will determine the need for electives.

Number of credits accepted in transfer:94

Number of credits to be completed after transfer:31

**\*This program can be completed at the following Davenport University Locations: Dearborn, Flint, Grand Rapids-Main Campus (Lettinga), Holland, Kalamazoo, Lansing, Merrillville, Romeo, South Bend, Traverse City, Warren and DU Online.**