

# DAVENPORT UNIVERSITY - MARKETING\*

## BBA Degree Completion Transfer Guide

120 Semester Credit Hours

Effective Fall 2007 - Summer 2008

### KELLOGG COMMUNITY COLLEGE

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

- Associates Degree In: Business Management  
or  
 Other AA degree

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

#### 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

##### Kellogg Community College Equivalent

<input type="checkbox"/> COMM120	Presentation Techniques.....	COMM207	Public Speaking
<input type="checkbox"/> ECON200	Microeconomics.....	ECON202	Principles of Economics-MICRO
<input type="checkbox"/> ECON201	Macroeconomics.....	ECON201	Principles of Economics-MACRO
<input type="checkbox"/> ENGL109	Composition.....	ENG151	Freshman Composition
<input type="checkbox"/> ENGL110	Advanced Composition.....	ENG152	Freshman Composition II
<input type="checkbox"/> ENGL311	Professional Writing	ENGL201	Advanced Composition
<input type="checkbox"/> FRSM100	Career & Education Seminar or Open Elective.	COMM101	Foundations of Interpersonal Communication
<input type="checkbox"/> MATH120	College Mathematics.....	MATH121	Intermediate Algebra
<input type="checkbox"/> MATH320	Introduction to Statistics.....	MATH130 or BUAD112	Statistics or Business Statistics
<input type="checkbox"/> SOSC201	Diversity in Society.....	HUMA205	Ethical Dilemmas in Modern Society
<input type="checkbox"/> HUMN	Humanities Elective.....	Creativity Elective	
<input type="checkbox"/> SOSC	Social Science Elective.....	PSYC201	Introduction to Psychology
<input type="checkbox"/> SCI/MATH	Science/Math Elective.....	Critical Thinking Elective in MATH/SCI area	

#### Foundations of Business

<input type="checkbox"/> ACCT201	Accounting Foundations I.....	ACCO101	General Accounting
<input type="checkbox"/> ACCT202	Accounting Foundations II.....	ACCO102	General Accounting
<input type="checkbox"/> BITS211	Microcomputer Apps: Spreadsheets.....	OIT182	Intermediate Excel
<input type="checkbox"/> BUSN120	Introduction to Business.....	BUAD101	Introduction to Business
<input type="checkbox"/> BUSN210	Professional Ethics.....	PHIL202	Introduction to Ethics
<input type="checkbox"/> CISP101	Computer Foundations.....	OIT100	Introduction to Computer Information Systems
<input type="checkbox"/> LEGL210	Business Law Foundations.....	BUAD201	Business Law
<input type="checkbox"/> MGMT211	Management Foundations.....	BUAD131	Principles of Management
<input type="checkbox"/> MKTG211	Marketing Foundations.....	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

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DAVENPORT UNIVERSITY

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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

- NONE

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:92

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.**