



Transfer Guide 3+1

Muskegon Community College

Bachelor of Business Administration - Marketing

This Transfer Guide is designed to provide a seamless transition between an **Associate in Applied Science** degree at Muskegon Community College and the **Bachelor of Business Administration** degree at Baker College.

For additional information about Baker College's transfer process and available scholarships, please visit our [Transfer Students](#) page.

PROGRAM REQUIREMENTS

TRANSFER CREDITS FROM MUSKEGON COMMUNITY COLLEGE

| Degree Program | Credit Hours |
|--|--------------|
| Associate in Applied Science - Marketing | 60 |

ADDITIONAL COURSES THAT MAY BE COMPLETED WITH MUSKEGON COMMUNITY COLLEGE

| Course | Number | Course Title | Credit Hours |
|--------|--------|--|--------------|
| ACC | 202* | PRINCIPLES OF ACCOUNTING II | 4 |
| BUS | 122* | PRINCIPLES OF MANAGEMENT | 3 |
| BUS | 124* | BUSINESS LAW II | 3 |
| BUS | 222* | FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOR | 3 |
| BUS | 290CI* | COOPERATIVE INTERNSHIP PROGRAM | 3 |
| CIS | 120A* | INTRODUCTION TO COMPUTER INFORMATION SYSTEMS | 3 |
| MATH | 115A* | PROBABILITY AND STATISTICS | 4 |

* Students should choose to complete as many above courses as possible to fulfill the Associate in Applied Science - Marketing program requirements. Students may take any above courses that are not completed within the Associate program in the 3rd year at Muskegon Community College.

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|-------------------|------|--|-----------|
| BUS | 273A | HUMAN RESOURCE MANAGEMENT | 3 |
| ECON | 101A | PRINCIPLES OF MACROECONOMICS | 4 |
| ECON | 102A | PRINCIPLES OF MICROECONOMICS | 4 |
| General Education | | TO FULFILL MTA 30 CREDITS GENERAL EDUCATION REQUIREMENTS | As Needed |

**Students may take up to 24 credits from the above list in addition to the Associate in Applied Science – Marketing degree requirements at MCC.

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| TOTAL CREDITS TRANSFERRED FROM MUSKEGON COMMUNITY COLLEGE | 84 |
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COURSES TO BE COMPLETED WITH BAKER COLLEGE – BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

| Course | Number | Course Title | Credit Hours |
|--------|--------|--|--------------|
| BUS | 3050 | BUSINESS ANALYTICS | 3 |
| BUS | 4050 | ADVANCED BUSINESS ANALYTICS | 3 |
| FIN | 3010 | PRINCIPLES OF FINANCE | 3 |
| MGT | 4220 | OPERATIONS MANAGEMENT | 3 |
| MKT | 3010 | INTRODUCTION TO MARKETING MEDIA TOOLS AND DESIGN | 3 |
| MKT | 3050 | CONTEMPORARY TRENDS IN SOCIAL MEDIA MARKETING | 3 |
| MKT | 3110 | CONSUMER BEHAVIOR | 3 |
| MKT | 3420 | DIGITAL MARKETING II | 3 |
| MKT | 4010 | MARKETING RESEARCH | 3 |
| MKT | 4110 | INTERNATIONAL MARKETING | 3 |
| MKT | 4310 | MARKETING STRATEGY AND DESIGN | 3 |
| WRKBS | 4010 | WORK EXPERIENCE | 3 |

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|--|------------|
| TOTAL CREDIT HOURS REMAINING AT BAKER COLLEGE PROGRAM TOTAL | 36 |
| PROGRAM TOTAL | 120 |

ARTICULATION AGREEMENT

This transfer guide is part of a formal articulation agreement between Baker College and Muskegon Community College. The complete, signed document is kept on file at both Muskegon Community College and Baker College.