



# Transfer Planning Worksheet 2025-2026



**NORTH CENTRAL  
COLLEGE 1861**

Student Name: \_\_\_\_\_ North Central ID# \_\_\_\_\_ College Representative: \_\_\_\_\_ Date: \_\_\_\_\_

## Marketing, B.B.A.

Marketing emphasizes processes for creating, communicating, delivering and exchanging offerings (products and services) that have value for customers, clients, partners and society at large. With a good understanding of the market environment and consumer trends, Marketing Mix strategies (product, place, promotion and price) are used to satisfy consumers' needs and wants. Marketing skills are essential for both businesses and non-for-profit organizations. Students who wish to pursue graduate studies in marketing normally work toward an M.B.A. degree or M.S. degree in Marketing.

## Major Requirements

Common SBE Core			
Course Name	Equivalent	Credit	Grade
SBEN 100 - Globalization and Society	BUS 141 @ TC		
ACCT 201 - Financial Accounting	ACC 101 @ TC		
ACCT 202 - Managerial Accounting	ACC 105 @ TC		
BUSN 205 - Business Law and Ethics	BUS 161 @ TC		
BUSN 265 - Business and Economics Statistics	BUS 149, ECO 170, or MAT 170 @ TC		
BUSN 485 - Business Strategy			
ECON 200 - Principles of Microeconomics	ECO 103 @ TC		
ECON 205 - Principles of Macroeconomics	ECO 102 @ TC		
FINA 350 - Corporate Finance	BUS 212 @ TC		
MGMT 305 - Management and Organizational Behavior	BUS 150 @ TC		
MKTG 300 - Principles of Marketing	BUS 127 @ TC		
Marketing Courses			
Course Name	Equivalent	Credit	Grade
MKTG 320 - Integrated Marketing Communications			
MKTG 340 - Professional Selling			
MKTG 370 - Marketing Research			
MKTG 480 - Marketing Management			
Electives			
Four credit hours from the following:			
Course Name	Equivalent	Credit	Grade
MKTG 120 – Consumerism and Black Culture			
MKTG 210 – Bodies, Markets and Marketing			
MKTG 310 - Consumer Behavior	BUS 289 @ TC		
MKTG 330 - Digital Marketing	BUS 131 @ TC		
MKTG 350 - AMA Case Competition			
MKTG 460 - International Marketing			
LEAD 370 - Marketing for Social Impact			