



**NORTH CENTRAL  
COLLEGE 1861**

**FOR PLANNING USE ONLY – NOT AN OFFICIAL DEGREE AUDIT**

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

## Your guide for transferring:

- Transfer students with an earned Associate of Arts or Associate of Science will only need to fulfill Career Readiness.
- At least 64 credit hours must be taken at a four-year institution; at least 128 credit hours are required for graduation.
- Some courses may have pre-requisites; please consult the course catalog. One course may fulfill a requirement in up to three different designations.
- Global Understanding can be fulfilled by Study Abroad, including May Term (indicated by \*).
- Students with less than 28 transferable hours will need to complete CARD 110, a 1-credit transition course.

## GENERAL EDUCATION

Requirement	Course Number/Title	Credit	Grade
Composition	ENG 101 @ WCC		
Writing Intensive	ENG 102 @ WCC		
Public Speaking	COM 100 @ WCC		
Arts	Any "ART" in guide		
Humanities	Any "HUM" in guide		
Social Science	Completed in major		
Science	Any "SCI" in guide		
Quantitative Analysis	Completed in major		
Power Structures <b>or</b> Global Understanding*	Completed in major		
Ethical Dimensions	Completed in major		
Well Being	FIN 205 or HED 100 @ WCC		
Experiential (one of the following): -Community Engaged Learning -Study Away/Study Abroad -Student Research -Liberal Arts and Problems of Today			
Career Readiness (Must be taken at NC)			

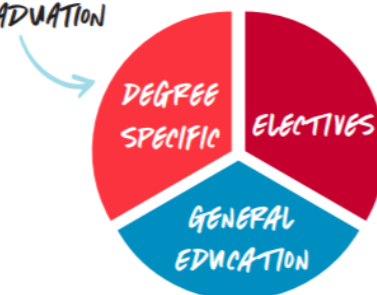
## ELECTIVES

[illegible]

## DEGREE-SPECIFIC REQUIREMENTS

B.A. – Foreign Language	<ul style="list-style-type: none"> <li>• 3 years H.S. with "B" average or</li> <li>• LANG 102 or equivalent or</li> <li>• Designated Study Abroad or</li> <li>• LANG 390 or CLSS 190 (available <b>only</b> to transfers entering with a <b>minimum of 51 transferable credits</b>)</li> </ul> <p><i>Some majors may require courses in addition to foreign language</i></p>
B.S., B.B.A., B.F.A., & B.M.E.	<ul style="list-style-type: none"> <li>• Determined by individual major</li> </ul>

**128 CREDITS NEEDED  
FOR GRADUATION**



**Additional Notes:** WCC Transfer Guide <https://www.northcentralcollege.edu/sites/default/files/WCC%20Transfer%20Guide%20-%20Final.pdf>

# Transfer Planning Worksheet 2025-2026



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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 100 @ WCC		
ACCT 201 - Financial Accounting	ACC 202 @ WCC		
ACCT 202 - Managerial Accounting	ACC 203 @ WCC		
BUSN 205 - Business Law and Ethics	BUS 210 @ WCC		
BUSN 265 - Business and Economics Statistics	BUS 207 @ WCC		
BUSN 485 - Business Strategy			
ECON 200 - Principles of Microeconomics	ECN 201 @ WCC		
ECON 205 - Principles of Macroeconomics	ECN 202 @ WCC		
FINA 350 - Corporate Finance			
MGMT 305 - Management and Organizational Behavior	MGT 200 @ WCC		
MKTG 300 - Principles of Marketing	MKT 200 @ WCC		
Marketing Courses			
Course Name	Equivalent	Credit	Grade
MKTG 320 - Integrated Marketing Communications			
MKTG 340 - Professional Selling	MKT 210 @ WCC		
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	MKT 260 @ WCC		
MKTG 330 - Digital Marketing			
MKTG 350 - AMA Case Competition			
MKTG 460 - International Marketing			
LEAD 370 - Marketing for Social Impact			