



# Transfer Planning Worksheet 2020-2021



**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	BUSI 1100 @ COD		
ACCT 201 - Financial Accounting	ACCO 2140 @ COD		
ACCT 202 - Managerial Accounting	ACCO 2150 @ COD		
BUSN 205 - Business Law and Ethics	BUSL 2205 or BUSL 2211 @ COD		
BUSN 265 - Business and Economics Statistics	MATH 1635, PSYC 2280, or SOCI 2205 @ COD		
BUSN 485 - Business Strategy			
ECON 200 - Principles of Microeconomics	ECON 2202 @ COD		
ECON 205 - Principles of Macroeconomics	ECON 2201 @ COD		
FINA 350 - Corporate Finance	BUSI 2210 @ COD		
MGMT 305 - Management and Organizational Behavior	MANA 2210 @ COD		
MKTG 300 - Principles of Marketing	MARK 2210 @ COD		
Marketing Courses			
Course Name	Equivalent	Credit	Grade
MKTG 320 - Integrated Marketing Communications			
MKTG 340 - Professional Selling			
MKTG 370 - Marketing Research			
MKTG 480 - Marketing Management			
One of the following:			
Course Name	Equivalent	Credit	Grade
MKTG 310 - Consumer Behavior	MARK 2225 @ COD		
MKTG 330 - Digital Marketing	MARK 2270 @ COD		
MKTG 350 - AMA Case Competition			
MKTG 460 - International Marketing			
LEAD 370 - Marketing for Social Impact			