

(Classes taken at Washtenaw Community College to complete associate degree are in red)

Foundations of Excellence			39 credits	Washtenaw Community College		Transfer Credit	3rd Year	Davenport Credit	
COMM120	Presentation Techniques	3	#COM101	Foundations of Speaking	3				
ECON200	Microeconomics	3	ECO211	Principles of Econ I		3			
ECON201	Macroeconomics	3	ECO222	Principles of Econ II		3			
ENGL109	Composition	3	#ENG111	Composition I	4				
ENGL110	Advanced Composition	3	#ENG226	Composition II	3				
ENGL311	Professional Writing	3						3	
ENVS125	Environmental Studies or Science/Math Elective	3	Science Elective		4				
FRSM100	Career & Education Seminar or (if exempt) Open Elective	3	BMG273	Managing Operations	3				
MATH125	Intermediate Algebra	3	MTH169	Intermediate Algebra		4			
SOSC201	Diversity in Society	3	SOC205	Race and Ethnic Relations		3			
STAT220	Introduction to Statistics	3	#MTH160	Basic Statistics	3				
	Humanities Elective	3	Humanities Elective		3				
	Social Science Elective	3	Social Science Elective		3				
Foundations of Business			32 credits	Washtenaw Community College		Transfer Credit	3rd Year	Davenport Credit	
ACCT201	Accounting Foundations I	4	#ACC111	Principles of Accounting I	3				
ACCT202	Accounting Foundations II	4	ACC122	Principles of Accounting II		3			
BITS211	Microcomputer Applications: Spreadsheet	3	BOS184 & BOS284	Spreadsheet Software Applications I & Spreadsheet Software Applications II		6			
BUSN120	Introduction to Business or Business Elective	3	BMG140	Introduction to Business		3			
BUSN210	Professional Ethics	3	PHL205	Ethics		3			
CISP112	Applied Information Technology	3						3	
FINC211	Corporate Finance	3	#BMG220	Principles of Finance	3				
LEGL210	Business Law Foundations	3	#BMG111	Business Law I	3				
MGMT211	Management Foundations	3	BMG230	Management Skills	3				
MKTG211	Marketing Foundations	3	#BMG250	Principles of Marketing	3				
Major			40-43 credits	Washtenaw Community College		Transfer Credit	3rd Year	Davenport Credit	
BUSN225	International Business	3						3	
BUSN488T	BBA Major Field Test	0						0	
GPMT350	Principles of Project Management	3	BMG291	Project Management		3			
MKTG212	Professional Selling	3	BMG160	Principles of Sales	3				
MKTG213	Advertising Foundations	3						3	
MKTG310	Consumer Behavior	3						3	
MKTG412	Marketing Research	3						3	
MKTG421	International Marketing	3						3	
MKTG430	New Product Development and Innovation	3						3	
MKTG441	Strategic Marketing	4						4	
Plus 4 (four) Marketing Electives [MKTG] or choose one of the following Specialties:									
Advertising and Promotion Specialty [MKAP]			(12 credits)					12	
MKTG214	Public Relations Foundations	3							
MKTG306	Creative Strategies	3							
MKTG314	Media Planning	3							
MKTG322 or MKTG490	Internet Marketing or Marketing Internship	3							
Business-to-Business Specialty [MKBB]			(12 credits)					OR 12	
MKTG305	Sales Management	3							
MKTG311 or MKTG345	Channel Strategies or Pricing Concepts and Methods	3							
MKTG322 or MKTG490	Internet Marketing or Marketing Internship	3							
MKTG404	Business-to-Business Marketing	3							
Sport Marketing Specialty **[MKSPP]			(12 - 15 credits)					OR 12	
MGMT214	Sport Management Foundations	3							
MKTG215	Sport Marketing	3							
MGMT223 or MGMT490S	Sports in Society or Sport Management Internship	3-6							
MKTG350	Sport Advertising and Promotion	3							
Open Electives			6-9 credits	Washtenaw Community College		Transfer Credit	3rd Year	Davenport Credit	
				Remaining courses in program	17				
TOTAL CREDIT HOURS						Transfer Credit	3rd Year	Davenport Credit	
						Minimum	Minimum	Minimum	
						132 credits to complete	61	31	40
						13 DU courses to complete			

Preferred Course

**It is strongly recommended that students choosing the Sport Marketing Specialty take MGMT490S-Sport Management Internship as an open elective.