

Transfer Guide

Cleary University and Washtenaw Community College

BBA Marketing

| Washtenaw Community College | | Cleary University | |
|---|-----------|---|-----------|
| Competency Core Courses | | | |
| Semester Credits | | Quarter Credits | |
| ACC 111 Principles of Accounting I | 3 | ACC 245 Principles of Accounting I | 4 |
| BOS 183 Spreadsheet Software Application | 3 | CAS 107 Microsoft Excel | 2 |
| BOS 207 Presentation Software | 3 | CAS 111 Microsoft PowerPoint | 2 |
| COM 101 Fundamentals of Speaking | 3 | COM 240 Speech and Presentation | 4 |
| ENG 111 Composition I | 3 | ENG 160 Business Composition | 4 |
| ECO 211 Principles of Economics I | 3 | ECO 250 Macroeconomics | 4 |
| BMG 220 Principles of Finance | 3 | FIN 175 Personal Finance or FIN 200 Introduction to Business Finance | 4 or 4 |
| BMG 140 Introduction to Business | 3 | MGT 150 Introduction to Business | 4 |
| BMG 230 Management Skills | 3 | MGT 160 Introduction to Management | 4 |
| BMG 250 Principles of Marketing | 3 | MKT 150 Enterprise Marketing | 4 |
| BMG 265 Business Statistics or MTH 160 Basic Statistics | 3 or 4 | MTH 180 Introduction to Business Statistics | 4 |
| | | TOTAL | 40 |
| Business Core Courses | | | |
| | | ACC 401 Financial Accounting | 4 |
| | | ACC 402 Managerial Accounting | 4 |
| | | BAC 300 Business Research & Communication | 4 |
| | | BCS 440 Technology and the Organization | 4 |
| ECO 211 Principles of Economics I & ECO 222 Principles of Economics II | 3 & 3 | ECO 320 Economics of Business | 4 |
| | | FIN 400 Financial Management | 4 |
| | | LAW 320 Business Law and Legal Issues | 4 |
| | | MGT 407 Behavior of Organizations | 4 |
| | | MGT 420 International Business | 4 |
| | | MKT 415 Interactive Marketing | 4 |
| | | MTH 344 Quantitative Business Analysis | 4 |
| | | NAT 340 Environmental Science for Managers | 4 |
| | | TOTAL | 48 |
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| Major Courses | | |
|---|---|-----------|
| There are no course substitutions accepted for the major courses. | Marketing | |
| | MKT 426 Services and Not-for-Profit Marketing | 4 |
| | MKT 433 Product and Services Distribution | 4 |
| | MKT 434 Marketing Research and Relationship Marketing | 4 |
| | MKT 440 Marketing Metrics | 4 |
| | MKT 480 Consumer Behavior | 4 |
| | PJT 495 Senior Project | 2 |
| | PJT 496 Senior Project | 2 |
| | PJT 497 Senior Project | 2 |
| | PJT 498 Senior Project | 2 |
| | PJT 499 Senior Project | 2 |
| | TOTAL | 30 |

| Notes | |
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| <p>Note 1: Washtenaw Community College credits are semester credits. Cleary University credits are quarter credits. 180 quarter credits/120 semester credits are required for a Bachelor of Business Administration (BBA).</p> <p>Note 2: Electives/General Education may be any Washtenaw Community College courses or transfer or may include credit for prior learning or proficiency exam credit. There is no fee for prior learning evaluation prior to the final term of the program.</p> <p>Note 3: Cleary tuition includes all textbooks (e-books) and fees. There are no other fees.</p> <p>Note 4: Guaranteed tuition rate for all students continuously enrolled for an entire program. No surprise tuition rate hikes to increase the cost of your education.</p> <p>Note 5: Scholarships are available for Washtenaw Community College transfer students. Other scholarships and financial aid are available to all Cleary students.</p> <p>Note 6: Cleary core and major courses are completed on-ground (Cleary Ann Arbor or Cleary Howell) or distance learning online. Forty-eight credits must be completed with Cleary University to fulfill residency requirements. The maximum number of credits that may be transferred to Cleary University is 132 quarter hour (88 semester hour) credits. Consult a Cleary academic advisor for class schedule information.</p> <p>Note 7: Cleary University courses are subject to change as the curriculum is updated.</p> | |