

Walsh College and Washtenaw Community College – Associate in Applied Science in Marketing to [Bachelor of Business Administration in Marketing \(BBA.MKT\)](#)

Washtenaw- AAS Degree Requirements	Credits	Walsh College – BBA Degree Requirements
First Semester		
BMG 205: Creating the Customer Experience	3	Transfer Credit
BMG 230: Principles of Management	3	MGT 201: Management I
BMG 250: Principles of Marketing	3	MKT 202: Marketing I
Writing Elective- see catalog*	3*	ENG 100: English Composition*
MTH 160 or 160X: Basic Statistics*	4*	QM 202: Statistical Methods for Business*
Second Semester		
BMG 111: Business Law	3	BL 420: The Legal Environment of Business
BMG 155: Business on the Internet	3	Transfer Credit
BMG 206: Retail Principles and Practices	3	MKT Major Elective
Speech/Comp. Elective- see catalog*	3*	Transfer Credit*
Nat. Sci. Elective- see catalog*	3*	Transfer Credit*
Third Semester		
BMG 140: Introduction to Business*	3*	Transfer Credit*
BMG 160: Principles of Sales	3	Major Elective
BMG 212: Consumer Buying Behavior	3	Transfer Credit
Soc. Sci. Elective (ECO 211: Principles of Economics I)	3*	ECN 201: Economics I*
Arts/Human. Elective: see catalog*	3*	Transfer Credit*
Fourth Semester		
BMG 181: Introduction to Supply Chain Management	3	MGT Major Elective
BMG 207: Business Communication*	3*	COM 210: Business Communications I*
Open elective(s) to reach a minimum of 60 total credits (ECO 222- Principles of Economics II)*	3*	ECN 202: Economics II*
Open elective(s) to reach a minimum of 60 total credits (PSY 150: Psychology of Work)*	3*	MGT 303: Behavioral Management*
Open elective(s) to reach a minimum of 60 total credits (CIS 110: Introduction to Computer Information Systems)	3	IT 305: Business Computing Tools
Total Credit Hours for AAS	61	
Additional courses needed for transfer to Walsh		
ACC 111: Principles of Financial Accounting	3	ACC 300: Accounting
ACC 122: Principles of Managerial Accounting	3	ACC 310: Managerial Accounting
BMG 240: Human Resources Management	3	MGT 404: Human Resource Management (MGT major elective)
BMG 273: Managing Operations	3	MGT 410: Production and Operations Management
Choose 2 equivalent MKT courses from BMG 160, BMG 209, or BMG 270.	3	Any 300-400 Level MKT Elective
<ul style="list-style-type: none"> Must be equivalent to 300-400 level MKT course or MKT elective at Walsh See transfer database for course options. 	3	Any 300-400 Level MKT Elective
Total WCC Transfer Credits (including AAS)	78-79	
		Walsh
		Core Courses
	3*	COM 405: Business Communication Strategies*
	3	FIN 315: Financial Management
	3*	IDS 400: Critical Thinking for Ethical Leaders*
	3	IT 335: Cybersecurity & Risk Management for Business
	3	MGT 415: Business Strategy of Organizational Resilience
	3	MGT 461: Business Strategy and Policy
	3	MKT 300: Contemporary Marketing Trends

	3*	QM 301: Business Analytics & Problem Solving*
		Marketing Major Courses
	3	MKT 309: Advertising and Promotion Management
	3	MKT 415: Consumer and Buyer Behavior
	3	MKT 435: Marketing Research
	3	MKT 460: Strategic Marketing
	6	Elective Courses
	42	Walsh College Credits
Bachelor of Business Administration in Marketing	120	

*Counts toward general education credit requirement. General education requirement has been met by courses noted with * above.

Notes:

- Walsh Now allows students to concurrently enroll once AAS degree is completed at WCC.
 - Financial aid and scholarship options are available.
- Walsh BBA degree requirements are 120 credits with a minimum of 42 credits required in residence/through Walsh.
 - Maximum transfer credits vary by bachelor's degree, associate degree, and additional course equivalents taken at WCC.
 - 30 semester credit hours in general education is required for graduation.
- Michigan Transfer Agreement (MTA) is not required to satisfy general education requirements.
- All courses must be completed with a grade of "C" 2.00 or higher for credits to transfer.
- Fast Track degree options available to obtain three degrees in five years – associate, bachelor's, and master's!
- [Walsh College Academic Catalog](#)
- It is recommended you work closely with your Walsh College enrollment specialist on your transfer.