BBA Marketing MKTG BBA 120 credits

## Pre-Marketing A.B. (Davenport University) Academic Program Code: 688

Foundations of	Foundations of Excellence		Grand Rapi	ids Community College	Transfer Credit	Davenpor
ACES100	Achieving Career and Education Success or	3	BA 103	Introduction to Business	4	Creun.
00104100	(if exempt) Open Elective		0014104			
COMM120	Presentation Techniques	3	COM 131	Fundamentals of Public Speaking	3	
ECON200	Microeconomics	3	EC 252	Principles of Microeconomics	3	
ECON201	Macroeconomics	3	EC 251	Principles of Macroeconomics	3	
ENGL109	Composition	3	EN 101	English Composition I	3	
ENGL110	Advanced Composition	3	EN 102	English Composition II	3	
ENGL311	Professional Writing	3	EN 249	Technical Writing		3
DATA275	Introduction to Data Analytics	3	_			3
MATH120 or	College Mathematics or	3	Any Mathem	atics General Education Elective	3	
MATH125	Intermediate Algebra		and the second second		-	
SOSC201	Diversity in Society	3	AN 210 or SO 254 or SO 260	Intro to Cultural Anthropology or Social Problems or Race & Ethnicity	3	
STAT220	Introduction to Statistics	3	BA 254 or MA 215 or	Intro to Statistics with Applied Models or Statistics or	3	
	Humanities Electives <sup>1</sup>	3	PY 281	Introduction to Statistics ties General Education Elective	3	
	Social Sciences Electives <sup>1</sup>	3		cience General Education Elective	3	
	Social Sciences Electives	3	Any Social S	cience General Education Elective		D
Foundations of Business		32 credits	Grand Rapids Community College		Transfer Credit	Davenpor
ACCT201	Accounting Foundations I	4	BA 256	Principles of Accounting I	4	
ACCT202	Accounting Foundations II	4	BA 250	Principles of Accounting I	4	
			BA144 or	Microsoft Excel or		
BITS211	Microcomputer Applications: Spreadsheet	3	CIS 156	Applied Excel in Business	3	
GPMT287	Principles of Project Management	3	BA 241	Intro to Project Management	3	
	r	-	BA 209 or	Issues in Business Ethics or	1	
BUSN210	Professional Ethics	3	PL 205 or	Introduction to Ethics or	3	
			PL 209	Business Ethics		
ISP111	Requirements Planning and Development	3	CIS224	Intro to Systems Analysis	3	
INC211	Corporate Finance	3		C		3
EGL210	Business Law Foundations	3	BA 207	Business Law I	3	
AGMT211	Management Foundations	3	BA 283	Business Management	3	
AKTG211	Marketing Foundations	3	BA 235		3	
VIK10211	Markening Foundations		BA 270	Marketing		D
Injor		42 credits	Grand Rapid	is Community College	Transfer Credit	Davenport Credit
BUSN489 or	Field Experience in Business or	-			-	3
AKTG490	Marketing BBA Internship	3				3
AKTG212	Professional Selling	3	BA 172	Sales	3	
AKTG310	Consumer Behavior	3				3
AKTG320	Marketing of Services	3				3
AKTG322	Digital Marketing	3				3
AKTG412	Marketing Research	3				3
AKTG421		3				
	International Marketing					3
/KTG440	Strategic Marketing	3				3
lus 6 (six) Mari pecialties:	seting electives [MKTG] or choose one of the following	18 credits	Grand Rapid	Is Community College	Transfer Credit	Davenport Credit
eneral Marketin	g Elective	3	BA 105	Entrepreneurship	18	Crean
eneral Marketin		3	BA 170	Principles of Retailing	10	
eneral Marketin		3	BA 174			
				Advertising		
eneral Marketin		3	BA 272	Marketing Problems		
eneral Marketin		3	BA 276	Business Innovation		
eneral Marketing	g Elective	3	BA 286	Small Business Management		
CISP211	E-Business Technologies	3	BA 204	Electronic Commerce		
IKTG214	Public Relations Foundations	3	COM 266	Fundamentals of Public Relations		
		3	CIS120	Intro to Graphic Software/Phot		
and the second	Image Editing Applications				1	
ITS301	Image Editing Applications Web Page Applications	3	CIS148	HTML Essentials		
ITS301 ISP220		3 (18 credits)	CIS148	HTML Essentials		
ITS301 ISP220 Figital Marketin	Web Page Applications g and Promotion Specialty [DMKS]		CIS148	HTML Essentials		
ITS301 ISP220 ligital Marketin ISP211	Web Page Applications g and Promotion Specialty [DMKS] E-Business Technologies	(18 credits) 3	CIS148	HTML Essentials		
HTS301 HSP220 Hgital Marketin HSP211 HKTG214	Web Page Applications g and Promotion Specialty [DMKS] E-Business Technologies Public Relations Foundations	(18 credits) 3 3	CIS148	HTML Essentials		
HTS301 (ISP220 Higital Marketin; (ISP211 (IKTG214 (IKTG312	Web Page Applications           g and Promotion Specialty [DMKS]           E-Business Technologies           Public Relations Foundations           Digital Retailing	(18 credits) 3 3 3	CIS148	HTML Essentials		
ITS301 ISP220 Iigital Marketin; ISP211 IKTG214 IKTG312 IKTG324	Web Page Applications         g and Promotion Specialty [DMKS]         E-Business Technologies         Public Relations Foundations         Digital Retailing         Social Media Strategies	(18 credits) 3 3 3 3 3	CIS148	HTML Essentials		
ITS301 ISP220 Igital Marketin; ISP211 IKTG214 IKTG312 IKTG324 IKTG346	Web Page Applications         g and Promotion Specialty [DMKS]         E-Business Technologies         Public Relations Foundations         Digital Retailing         Social Media Strategies         Digital Brand Engagement	(18 credits) 3 3 3 3 3 3 3	CIS148	HTML Essentials		
ITS301 ISP220 igital Marketin ISP211 IKTG214 IKTG312 IKTG324 IKTG346 IKTG425	Web Page Applications         g and Promotion Specialty [DMKS]         E-Business Technologies         Public Relations Foundations         Digital Retailing         Social Media Strategies         Digital Brand Engagement         Search Engine Marketing and Analytics	(18 credits) 3 3 3 3 3 3 3 3 3	CIS148	HTML Essentials		
ITS301 ISP220 Igital Marketin; ISP211 IKTG214 IKTG312 IKTG324 IKTG346 IKTG425 Iarketing Techn	Web Page Applications         g and Promotion Specialty [DMKS]         E-Business Technologies         Public Relations Foundations         Digital Retailing         Social Media Strategies         Digital Brand Engagement         Search Engine Marketing and Analytics         sology Specialty [MTCS]	(18 credits) 3 3 3 3 3 (18 credits)		HTML Essentials		
ITS301 ISP220 igital Marketin; ISP211 IKTG214 IKTG312 IKTG324 IKTG324 IKTG346 IKTG425 Iarketing Techn ITS301	Web Page Applications         g and Promotion Specialty [DMKS]         E-Business Technologies         Public Relations Foundations         Digital Retailing         Social Media Strategies         Digital Brand Engagement         Search Engine Marketing and Analytics         sology Specialty [MTCS]         Image Editing Applications	(18 credits) 3 3 3 3 3 (18 credits) 3	CIS148	HTML Essentials		
ITS301 ISP220 igital Marketin; ISP211 IKTG214 IKTG312 IKTG324 IKTG324 IKTG346 IKTG425 Iarketing Techn ITS301	Web Page Applications         g and Promotion Specialty [DMKS]         E-Business Technologies         Public Relations Foundations         Digital Retailing         Social Media Strategies         Digital Brand Engagement         Search Engine Marketing and Analytics         sology Specialty [MTCS]	(18 credits) 3 3 3 3 3 (18 credits)	CIS148	HTML Essentials		
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# Preferred Course
<sup>1</sup> See "Guide to Electives" for list of choices in the 2020-2021 undergraduate catalog.

 Mummum
 Mummum

 120 credits to complete
 90
 30

 10 DU courses to complete
 90
 30

The signatories below warrant they are authorized to enter into this agreement on behalf of their respective parties. This Program Agreement shall abide by all language of the Institutional Agreement between Grand Rapids Community College and Davenport University.

< -2021

Felix Peroiro Department Head, Business Grand Rapids Community College

Amy Mansfield

Digitally signed by Amy Mansfield Date: 2021.06.07 09:23:25 -04'00'

Amy Mansfield Dean, School of Workforce Development Grand Rapids Community College

Muhal h. Carry

Digitally signed by Michael 8. Comp Division Constraints (Comp. Conservation University), calculated and the college of College of Business and the College of Technology, email=mcarey@davenport.edu, cul5 Date: 2021.08.02 12:38:14-0400'

Mike Carey Interim Dean, Donald W. Maine College of Business and the College of Technology Davenport University