

Foundations of Excellence		39 credits	Grand Rapids Community College		Transfer Credit	Davenport Credit
ACES100	Achieving Career and Education Success or (if exempt) Open Elective ¹	3	BA 103	Introduction to Business	4	
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				3
DATA275	Introduction to Data Analytics	3				3
MATH120 or MATH125	College Mathematics or Intermediate Algebra	3	Any Mathematics General Education Elective		3	
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 PY 281	Intro to Statistics with Applied Models or Statistics or Introduction to Statistics	3	
	Humanities Electives ¹	3	Any Humanities General Education Elective		3	
	Social Sciences Electives ¹	3	Any Social Science General Education Elective		3	
Foundations of Business		32 credits	Grand Rapids Community College		Transfer Credit	Davenport Credit
ACCT201	Accounting Foundations I	4	BA 256	Principles of Accounting I	4	
ACCT202	Accounting Foundations II	4	BA 257	Principles of Accounting II	4	
BITS211	Microcomputer Applications: Spreadsheet	3	BA144 or CIS 156	Microsoft Excel or Applied Excel in Business	3	
GPMT287	Principles of Project Management	3	BA 241	Intro to Project Management	3	
BUSN210	Professional Ethics	3	BA 209 or PL 205 or PL 209	Issues in Business Ethics or Introduction to Ethics or Business Ethics	3	
CISP111	Requirements Planning and Development	3	CIS224	Intro to Systems Analysis	3	
FINC211	Corporate Finance	3				3
LEGL210	Business Law Foundations	3	BA 207	Business Law I	3	
MGMT211	Management Foundations	3	BA 283	Business Management	3	
MKTG211	Marketing Foundations	3	BA 270	Marketing	3	
Major		42 credits	Grand Rapids Community College		Transfer Credit	Davenport Credit
BUSN489 or MKTG490	Field Experience in Business or Marketing BBA Internship	3				3
MKTG212	Professional Selling	3	BA 172	Sales	3	
MKTG310	Consumer Behavior	3				3
MKTG320	Marketing of Services	3				3
MKTG322	Digital Marketing	3				3
MKTG412	Marketing Research	3				3
MKTG421	International Marketing	3				3
MKTG440	Strategic Marketing	3				3

Plus 6 (six) Marketing electives [MKTG] or choose one of the following specialties:		18 credits	Grand Rapids Community College		Transfer Credit	Davenport Credit
General Marketing Elective		3	BA 105	Entrepreneurship	18	
General Marketing Elective		3	BA 170	Principles of Retailing		
General Marketing Elective		3	BA 174	Advertising		
General Marketing Elective		3	BA 272	Marketing Problems		
General Marketing Elective		3	BA 276	Business Innovation		
General Marketing Elective		3	BA 286	Small Business Management		
CISP211	E-Business Technologies	3	BA 204	Electronic Commerce		
MKTG214	Public Relations Foundations	3	COM 266	Fundamentals of Public Relations		
BITS301	Image Editing Applications	3	CIS120	Intro to Graphic Software/Phot		
CISP220	Web Page Applications	3	CIS148	HTML Essentials		
Digital Marketing and Promotion Specialty [DMKS]		(18 credits)				
CISP211	E-Business Technologies	3				
MKTG214	Public Relations Foundations	3				
MGMT316	Innovation and Managing Change	3				
MKTG324	Social Media Strategies	3				
MKTG346	Digital Brand Engagement	3				
MKTG425	Search Engine Marketing and Analytics	3				
Marketing Technology Specialty [MTCS]		(18 credits)				
BITS301	Image Editing Applications	3				
CISP211	E-Business Technologies	3				
CISP220	Web Page Applications	3				
CISP303	Web Authoring Applications	3				
MKTG346	Digital Brand Engagement	3				
MKTG425	Search Engine Marketing and Analytics	3				
Open Electives		7 Credits	Grand Rapids Community College		Transfer Credit	Davenport Credit
			BA 106	Starting a Business	3	
			BA 201	Business Communications	3	
TOTAL CREDIT HOURS					Transfer Credit	Davenport Credit
					Minimum	Minimum

120 credits to complete	90	30
10 DU courses to complete		

Beginning Fall 2025, MGMT316 will replace MKTG312 in the Digital Marketing and Promotion Specialty. Original signed agreements are kept on file at the partner institutions.