

EASTERN MICHIGAN UNIVERSITY ARTICULATION GUIDE

January 2012

**Delta College – Associate in Business Studies in Marketing Management
Eastern Michigan University – Bachelor of Business Administration with an Approved Business Major**

Delta College Courses:

Transfer to Eastern Michigan University as:

MACRAO Requirements	(34-35 credits)	(34-35 credits)	
1. English Writing Requirement	(6 credits)	(6 credits)	
ENG 111 College Composition I.....	3	ENGL 120 English Comp I (University Elective).....	3
ENG 112 College Composition II.....	3	ENGL 121 English Composition II.....	3
2. Math/Science Requirement	(8 credits)	(8 credits)	
¹ Complete one of the following math courses at Delta.....	4	Quantitative Reasoning Requirement	4
MTH 118, 122, 151, 120, 160, 161, or 208			
Complete a minimum of 4 credit hours:	4	Four credits:	4
Choose at least one course approved by Delta College to satisfy the MACRAO lab science requirement		Courses may transfer as equivalent courses, General Education transfer, or general transfer credit.	
3. Social Science Requirement	(11-12 credits)	(11-12 credits)	
*ECN 221 Principles of Macroeconomics	4	ECON 201 Principles of Macroeconomics (3) + 1	4
*ECN 222 Principles of Microeconomic (Elective)	4	ECON 202 Principles of Microeconomics (3) + 1.....	4
Complete one course: POL 103 or 104	3-4	PLSC 112 American Government.....	3-4
4. Humanities Requirement	(9 credits)	(9 credits)	
(Must choose from at least two disciplines)			
² Complete one course:.....	3	Global Awareness/US Diversity Requirement.....	3
COM 245, IHU 120, 202, 234, 268, 280, 281; LIT 228, 229, 260, 269, 274, 277, 278, 285, MUS 120; SSI 120, 234, or 288, 289			
Complete two courses:	6	Two Courses:	6
Choose from courses approved by Delta College to satisfy the MACRAO humanities requirement		Courses may transfer as equivalent courses, General Education transfer, or general transfer credit	
Delta Program Requirements	(48 credits)	(48 credits)	
Business Core Courses	(16 credits)	(16 credits)	
*CST 133 Computer concepts and Competencies.....	4	IS 215 End-User Computing (3) +1 Univ. Ele.	4
*MGT 153 Introduction to Business.....	3	COB 200 Introduction to Business	3
³ MGT 245 Principles of Management.....	3	University Elective	3
OAT 151 Business Communications I.....	3	University Elective	3
*OAT 152 Business Communications II.....	3	MGMT 202 Business Communication	3
Marketing Management Courses	(30 credits)	(30 credits)	
*ACC 211 Principles of Accounting I.....	4	ACC 240 Prin of Financial Accounting (3) + 1.....	4
³ MGT 143 Principles of Advertising.....	3	University Elective	3
⁴ MGT 145 Principles of Sales.....	3	MKTG 261 Contemporary Selling	3
MGT 157 Principles of Merchandising	3	University Elective	3
³ MGT 243 Principles of Marketing.....	3	University Elective	3
*MGT 251 Business Law I	3	LAW 293 Legal Environment of Business	3
MGT 254 Applied Marketing	3	University Elective	3
MGT 256 Human Resource Management	3	University Elective	3
Choose one: CST 134, CST 147, or MGT 275.....	2-3	University Elective	2
⁵ MGT 265 International Business	3	IB 210 Fundamentals of Global Business.....	3
Additional Requirement	(2 credits)	(2 credits)	
LW 220 + any approved LWA OR LW 221	2	PEGN 210 Lifetime Wellness & Fitness (Univ Elective)	2
EMU Requirements that May be Taken at Delta or EMU		(4 credits)	
ACC 212 Principles of Accounting II	4	ACC 241 Prin of Managerial Accounting (3) + 1	4
Credits at Delta:.....	86	Credits that transfer to EMU.....	86

* This course is required for EMU's BBA degree.

¹ MTH 118, 120, 122, 151, 160, 161, or 208, if completed at Delta, satisfies EMU's Quantitative Reasoning Requirement. If completed at EMU, MATH 110 is required unless Intermediate Algebra has been completed with a "C" or better, in which case any approved QR course may be completed to meet the requirement.

² Satisfies EMU's Perspectives on a Diverse World requirement.

³ Students may take validation exams at EMU for MGMT 386 & MKTG 360. Upon successful completion of exam, student will receive 3 credits in lieu of the designated course.

⁴ Applies to the marketing major at EMU.

^{2,5} MGT 265 International Business satisfies the EMU Perspectives on a Diverse World requirement and is required for EMU's International Business major.

NOTE: EMU will accept substitutions for courses on this page that transfer as university electives or general transfer credit.

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Completion of the BBA Degree with an approved major at EMU

Business Core (18 credits)

DS 265	Business Statistics I	3
FIN 350	Principles of Finance	3
¹ MGMT 386	Organizational Behavior & Theory	3
MGMT 490	Business Policy	3
¹ MKTG 360	Principles of Marketing	3
OM 374	Intro to Production/Operations Mgmt	3

Discipline Requirements (24-33 credits)

Students may complete a major in any of the following areas: accounting (24), accounting information systems (33), computer information systems (30), economics (24), entrepreneurship (24), general business (24), marketing (24), management (24), finance (24), supply chain management (27)

Additional Requirement

Students must complete one Learning Beyond the Classroom experience or course offered by EMU. Consult College of Business advisor for options.

Credits at EMU:42-51

***Credits to Graduate: 124-137**

Consult with the College of Business advisor for options to complete the writing intensive course in the major.

Suggested Sequence for completing the program:

(Courses may not be offered every semester. Consult with a COB advisor to make a course plan)

Semester 1 (15 credits)

DS 265	Business Statistics I	3
FIN 350	Principles of Finance	3
MKTG 360	Principles of Marketing	3
Discipline Requirements		6

Semester 2 (15 credits)

MGMT 386	Organizational Behavior & Theory	3
OM 374	Intro to Production/Operations Mgmt	3
Discipline Requirements		9

Semester 3 (12 credits)

MGMT 490	Business Policy	3
Discipline Requirements		9

Semester 4 (0-9 credits)

Discipline Requirements		(0-9)
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¹ Students may take validation exams at EMU for MGMT 386 and MKTG 360. Upon successful completion of an exam, student will receive 3 credits in lieu of the designated course.

* A minimum of 124 credits are required to graduate.

NOTE: The number of elective credits needed in this agreement varies according to the major chosen. Students should choose a discipline to major in before completing open electives. Choosing electives wisely will increase your employment opportunities in a competitive job market. The College of Business advisor will assist you in determining if you need electives and if so, in choosing electives that will most enhance your marketability.

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Additional Information:

1. In completing the coordinated program of study for this articulation agreement, course substitutions should be made with the guidance of the advisers (indicated below) at both institutions to assure that all requirements are satisfied. Each institution will determine the satisfaction of their individual program and degree requirements. Delta courses indicated with an * are required for EMU's Bachelor of Business Administration Program.
2. Students whose transcripts are endorsed as "MACRAO Satisfied" will only be required to meet EMU's three general education requirements, noted on the articulation guide and listed below. These requirements may be completed at the most appropriate time for the student, whether before or after enrollment at EMU:
 - a) An approved course in Quantitative Reasoning: [at Delta: MTH 118, 122, 151, 120, 160, 161, or 208] or [at EMU: MATH 110; or if intermediate algebra has been completed with a "C" or higher, COSC 106; MATH 105, 118, 119, 120, 140, 170; PHIL 181; PLSC 210 or STS 224]
 - b) An approved course in Global Awareness or US Diversity: [at Delta: **Math and Science** BIO 110, **Social Science** GEO 113, HIS 214, 215, 217, POL 220, 221, 225, 241, SOC 215, 216, 231/231H, SSI 120, 234, **Humanities** COM 245, IHU 202, 234, LIT 228, 229, 260, 274, 269, 277, 278, MUS 120, or SSI 234] or [at EMU: refer to the catalog website: <http://catalog.emich.edu/>]
 - c) One Learning beyond the Classroom course or experience offered by EMU. [See COB advisor for options]
To use MACRAO, students must request that an official community college transcript, with the "MACRAO Satisfied" stamp, be sent to EMU's Admissions Office. Students, who do not have "MACRAO Satisfied" on their community college transcript, will be required to satisfy EMU's general education requirements as listed in the Undergraduate Catalog. The MACRAO stamp may be completed after admission to EMU, however, students should inform advisors at EMU that they intend to complete MACRAO, or they may be advised to complete additional courses for the general education program.
3. Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to EMU.
4. Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 42 credit hours must be completed at the four-year college level, of which 30 hours must be in courses offered by EMU, with 15 hours in program requirements, at the 300-level or above. Of the last 30 hours completed before graduating, at least 10 hours must be in courses offered by EMU. A minimum of 124 credit hours, completed in-residence or accepted in transfer, is required for graduation. Courses listed in this guide may be completed at the most opportune time for students, whether before or after admission to EMU, as long as appropriate pre-requisites are satisfied.
5. A minimum cumulative GPA of 2.0 is required for admission to EMU. Students with a community college GPA of 3.0 or higher will receive priority admission to the College of Business. Students whose community college GPA's are less than 3.0 may apply and be conditionally admitted to the College of Business for the first semester at EMU and will be regularly admitted after successful completion of at least 12 credits at EMU with a minimum overall EMU (GPA) of 2.5.
6. Students are encouraged to contact the College of Business Undergraduate Advising Office early, before completing an admission application to EMU. To facilitate the evaluation of transcript(s), students should indicate use of this articulation guide in their application to EMU and bring a copy of the articulation guide to all advising sessions.

Effective Dates: January 1, 2012 through December 31, 2014. This is a renewal of an agreement made September 2008. Students who began this program prior to the new effective date have the option of changing to this guide. If this agreement is not renewed at the end of the effective period, students who already started the program will be given an additional three years to be admitted to EMU under the terms of this agreement.

Delta College

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Eastern Michigan University

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