

Institution	Northern Michigan University
Degree/Program	B.S./B.A. – Marketing
Credits Required	120

MICHIGAN TRANSFER AGREEMENT (MTA)

The MiTransfer Pathways builds on the Michigan Transfer Agreement (MTA). The MTA allows transfer students to select designated courses to complete a minimum of 30 credit hours fulfilling MTA distribution requirements. Students following MiTransfer Pathway agreements should complete the MTA in accordance with the sending institutions' course designations and consider whether or not any recommended MiTransfer Pathways major-specific courses will “double count” to fulfill MTA distribution requirements in planning their transfer. Be aware that “double count” policies differ from institution to institution. More information about the MTA is available at www.mitransfer.org.

The MTA Mathematics distribution area allows students to complete one of three math pathways. The Business MiTransfer Pathways faculty recommended that students complete a course in the Statistics pathway.

MITRANSFER PATHWAYS COURSES

These courses are commonly agreed upon for transfer in this program around the state among participating institutions.

Pathway Course	Subject/ Course Number	Course Title	Credit Hrs
Microeconomics	EC 201	Microeconomics	4
Macroeconomics	EC 202	Macroeconomics	4
Financial Accounting	ACT 230	Principles of Accounting I	4
Managerial Accounting	ACT 240	Principles of Accounting II	4
Business Law	MGT 221	Business Law	4
Intro to Probability and Statistics	DATA 109 (formerly MA 109)	Introduction to Statistics	4
TOTAL CREDITS			24

REMAINING DEGREE REQUIREMENTS

These are required, recommended, or optional courses that transfer students could complete at a community college to fulfill degree requirements at the university/ receiving institution.

General Education or Program Requirement	Subject/ Course Number	Course Title	Credit Hrs
Program Requirement	MA 113	Finite Mathematics	4
Program Requirement	MKT 230	Introduction to Marketing	4
Program Requirement	MGT 240	Organizational Behavior and Mgt.	4
Program Requirement	SP 100 or SP 110	Public Address or Interpersonal Comm.	4
			CC Only: Add remaining hours
TOTAL CREDITS			16