

# SAGINAW VALLEY STATE UNIVERSITY

This transfer credit guide provides important information for Delta College students who expect to pursue a bachelor's degree at SVSU. Students who also expect to pursue an associate degree at Delta College should consult directly with a Delta College academic adviser about the associate degree.

This information is subject to change without notice. Individual circumstances, degree paths, and credit totals will vary by student. Students are responsible for maintaining regular contact with an SVSU transfer adviser.

**NOTES:**

<sup>1</sup> This is only a guide; the [SVSU catalog](#) is the official document governing program and degree requirements and transfer policies.

<sup>2</sup> SVSU accepts a maximum of 62 applicable community college transfer credits toward the minimum 124 credit bachelor degree requirement. Students should count credits and limit their choices accordingly.

<sup>3</sup> Bachelor degree candidates must meet SVSU Basic Skills and General Education (BS/GE) requirements. In addition to this academic major guide, refer to and cross reference the supplemental [Basic Skills and General Education guide](#) for appropriate electives.

<sup>4</sup> Two Communication Intensive (CI) courses (3 credits each) are required for the SVSU bachelor degree. See an SVSU transfer adviser.

<sup>5</sup> Michigan Transfer Agreement (MTA) students must complete CI courses at SVSU. Contact an SVSU transfer adviser for additional guidance on this and on other transfer topics.

<sup>6</sup> A pre-requisite course is required for any SVSU course that is listed in bold. Depending upon student course placement, some prerequisite courses may be waived. See an SVSU transfer adviser.

<sup>7</sup> Some majors require a minor. Additional credit options — possibly within GE — may be appropriate. Contact an SVSU transfer adviser for details.

<sup>8</sup> Additional credits, if any, vary by major/minor combination, upper level, transfer-from school, etc. Also, 48 credits are required outside the College of Business & Management. Choice of major/minor combination and of electives can be pertinent to various residency and degree requirements.

## Bachelor of Business Administration – Marketing

SVSU B.B.A. major and prerequisite courses are listed alphabetically according to SVSU's course codes.

DELTA COLLEGE COURSES			SAGINAW VALLEY STATE UNIVERSITY COURSES		
Course No.	Course Name	Cr	Course No.	Course Name	Cr
ACC 211	Principles of Accounting I	4	ACCT 213	Financial Accounting	4
ACC 212	Principles of Accounting II	4	<b>ACCT 214<sup>6</sup></b>	Managerial Accounting	4
COM 202W OR COM 112. OR sub COM 114.	Oral Communication for Managers OR Fundamentals of Oral Communication. See SVSU Transfer Adviser before electing COM 114.	3	COMM 105A OR COMM 105B. OR sub COMM*BC.	Fundamentals of Communication (GE9) OR Public Speaking (GE9) + BBA COMM*BC. BBA COMM*BC only: See SVSU Transfer Adviser before electing COM 114.	3
CST 133W OR CST 134	Computer Competencies OR Microsoft Office/Business Systems	4 OR 3	CS*BC	Computer Science Business Cognate (automated substitute for CS 150)	1
ECN 221W	Principles of Macroeconomics	4	ECON 221	Principles of Macroeconomics (GE7)	4
ECN 222W	Principles of Microeconomics	4	ECON 222	Principles of Microeconomics	4
MTH 208W	Elementary Statistics	3	<b>ECON 235<sup>6</sup></b>	Introductory Statistics (GE3)	4
Sub ENG 112	College Composition II	3	<b>ENGL 212<sup>6</sup></b>	Topics in Critical Writing (GE10) [as prereq]	3
MTH 119W	Intermediate Algebra	4	<b>MATH 103<sup>6</sup></b>	Intermediate Algebra [as prereq]	4
MTH 120 + 160	Finite Mathematics + Calculus for Social & Managerial Science	3 + 4	<b>MATH 120B<sup>6</sup></b>	Algebraic Methods: Finite Math (GE3)	4
<b>Subtotal toward 62 CC Maximum<sup>2</sup>:</b>		<b>39-40</b>			

### SVSU GENERAL EDUCATION ELECTIVES AT DELTA

Remaining GE: Categories 1, 2, 4, 5, 6, 8 <sup>5,7</sup>	16-22 <sup>5</sup>	See BS/GE Guide <sup>3,4</sup>	MTA students, reserve GE8, & either GE5 or GE6 for completion at SVSU. <sup>5</sup>	0-6
<b>Subtotal toward 62 CC Maximum<sup>2</sup>:</b>	<b>16-22<sup>5</sup></b>			


### ADDITIONAL CREDITS AT DELTA

Other Electives <sup>7,8</sup> :	100-level & above (if any)	Variable <sup>1-8</sup>		
<b>Total toward 62 CC Maximum<sup>2</sup>:</b>	<b>62</b>	<b>Maximum Transfer Total<sup>2</sup>:</b>	<b>62</b>	

### Additional SVSU Courses<sup>6</sup>

Minimum remaining major and elective credits at SVSU. Students are responsible for maintaining close and regular contact with an SVSU transfer adviser and for consulting the SVSU catalog.<sup>1-8</sup>

Course No.	Course Title	Cr
<u>Core &amp; Cognate Courses</u>		
ECON 335	Applied Statistics . . . . .	2
FIN 304	Financial Management . . . . .	4
LAW 308	Social, Political & Legal Environment of Business . . . . .	4
MGT 321	Organization & Administration . . . . .	4
MGT 324	Production & Operations Management . . . . .	4
MGT 325	Management Information Systems . . . . .	4
MGT 429	Executive Strategies & Policies . . . . .	4
MKT 331	Marketing Principles . . . . .	4
RPW 300	Writing in the Professions . . . . .	3
<u>Required Courses for the Major</u>		
MKT 434	Consumer Behavior & Analytics . . . . .	4
MKT 435	Marketing Research . . . . .	3
MKT 436	Marketing Strategy . . . . .	4
MKT Electives:	See Catalog for Approved List . . . . .	9-12
Other Electives <sup>7,8</sup> :	Toward <i>minimum</i> 124 credit requirement . . . . .	Variable <sup>1-8</sup>
<b>Minimum SVSU Total<sup>1</sup></b>		<b>.62+</b>
<b>Minimum Overall Total (100 Level +)<sup>1</sup></b>		<b>124+</b>



The College of Business & Management is accredited by the AACSB - International (Association to Advance Collegiate Schools of Business). AACSB accreditation is the premier standard of achievement for business schools. Only the top 5 percent of business schools worldwide are AACSB accredited.

### Meet with an SVSU transfer adviser at Delta College.

Visit the University Transfer Center in D-102, call 989-686-9330, email [transfer@svsu.edu](mailto:transfer@svsu.edu), or discover more at [svsu.edu/transfer](http://svsu.edu/transfer).