

STARK STATE COLLEGE				WALSH UNIVERSITY			
CURRICULUM FOR ASSOCIATE OF APPLIED BUSINESS MARKETING AND SALES MANAGEMENT				TRANSFER COURSE EQUIVALENCIES BBA- MARKETING DIGITAL CAMPUS			
This equivalency list should be used in conjunction with your Degree Audit and Degree Checklist Effective - 2019/2020 Academic Year							
STARK STATE COLLEGE							
Dept.	Number	Title	Credits				
BUS	221	MICROECONOMICS	3	ECON	203	GLOBAL MICROECONOMICS	3
ITD	122	COMPUTER APP FOR PROF	3	BUS	106, 107, 108	EXCEL, PPT, DATABASE	3
BUS	124	BUSINESS ANALYSIS WITH ALGEBRA	3	BUS	XXX	ELECTIVE	3
ACC	133	MANAGERIAL ACCOUNTING	4	BUS	373	MANAGERIAL ACCOUNTING	4
BUS	121	BUSINESS ADMINISTRATION	3	BUS	XXX	ELECTIVE	3
MGT	121	PRINCIPLES OF MANAGEMENT	3	*MGT 121 + MGT 221 JOINTLY EQUAL BUS 360			3
MGT	221	SUPERVISION	3	BUS	360	MANAGEMENT & ORG BEHAVIOR	3
MKT	222	ADVERTISING	3	BUS	XXX	ELECTIVE	3
MKT	229	MARKET PLANNING	4	BUS	XXX	ELECTIVE	4
MKT	227	CONSUMER BEHAVIOR	3	BUS	309	CONSUMER BEHAVIOR	3
MKT	121	PRINCIPLES OF MARKETING	3	BUS	233	PRINCIPLES OF MARKETING	3
MKT	221	SALES	3	BUS	426	SALES MANAGEMENT	3
MKT	233	MARKET RESEARCH	3	BUS	311	MARKETING RESEARCH	3
ACC	132	FINANCIAL ACCOUNTING	4	BUS	230	FIN/MANAGERIAL ACCOUNTING	4
ACC	130	BUSINESS LAW AND ETHICS	3	BUS	231	BUSINESS LAW	3
COM	121	EFFECTIVE SPEAKING	3	ENG/COM	211	SPEECH	3
SSC	101	STUDENT SUCCESS SEMINAR	1	TRANSFER	XXX	ELECTIVE	1
ENG	124	COLLEGE COMPOSITION	3	ENG	101	EXPLORATION OF SELF	3
XXX	XXX	ARTS AND HUMANITIES ELECTIVE	3	RECOMMEND ENG 233/ENG 234/ENG 236/OR/ENG 237			3
MTH	124	STATISTICS	3	MATH	221	STATISTICS/BUS 232	3
BUS	222	MACROECONOMICS	3	ECON	204	GLOBAL MACROECONOMICS	3
TOTAL			64				64

ADDITIONAL COURSES THAT CAN BE COMPLETED AT STARK STATE FOR TRANSFER CREDIT							
ENG	221	TECHNICAL REPORT WRITING	3	BUS	113	COMM. IN A MULTICULTURAL ENVIRON.	3
MGT	227	OPERATIONS MANAGEMENT	4	BUS	417	OPERATIONS MANAGEMENT	4
MTH	125	COLLEGE ALGEBRA	4	MATH	155	ELEMENTARY FUNCTIONS	4
FIN	220	PRINCIPLES OF FINANCE	3	BUS	363	CORPORATE FINANCIAL MGMT	3
ENG	231	COMPOSITION II	3	ENG	102	COMPOSITION II	3
HIS	121/122	US HISTORY	3	HIST	103	OR HIST 104	3
NTR	121	BASIC MEDICAL NUTRITION	4	NS	207	NUTRITION	4
PHL	122	ETHICS	3	PHIL	203	MORAL PHILOSOPHY	3
TOTAL			27				

COURSES TO BE COMPLETED AT WALSH UNIVERSITY BACHELOR OF BUSINESS ADMINISTRATION- MARKETING			
<u>WALSH UNIVERSITY COURSES</u>			
Dept.	Number	Title	Credits
BUS	112	BUSINESS ETHICS	3
BUS	308	GLOBAL INTEGRATED MARKETING COMM	3
BUS	362	MANAGEMENT INFO SYSTEMS	3
BUS	364	BUSINESS RESEARCH & ANALYTICS	3
BUS	400	CBC CONSULTING PRACT. EXPERIENCE	3
BUS	418	TEAM MGMT & GLOBAL LEADERSHIP SEM	3
BUS	465	INTEGRATED GLOBAL BUSINESS EXP	3
BUS	416	MARKETING STRATEGY	3
THEO		*Choose any Theology option	3
BUS	430	SOCIAL MEDIA MARKETING	3
BUS	441/442	PRODUCT DEV & INNO OR BRANDING	3
TOTAL			33

Walsh University Coursework	33
AAB STARK STATE	64
Additional STARK STATE/Walsh Transfer Coursework	27
Degree Total	124

Stark State and Walsh Partnership Tuition Cost (Estimated)		
Stark State (91 HR) x (\$170)		\$15,470
Walsh (33 HR) x (\$500)		\$16,500
Total Tuition		\$31,970
<i>Cost Savings Compared to 4 Years at Walsh University</i>		\$30,030