



ARTICULATION AGREEMENT PROGRAM GUIDE

Exhibit A

Associate in Business Administration Oakland Community College			Bachelor of Science Business Administration - Marketing Lake Superior State University
MTA Requirements (30-33 CH)			
English Composition			
ENG 1510 Composition I	3 CH	ENGL 110 First-Year Composition I	3 CH
Communications			
*ENG 1520 Composition II	3 CH	ENGL 111 First-Year Composition II	3 CH
Mathematics			
*MAT 1580 Statistics	4 CH	MATH 207 Statistics	3 CH
		MATH 177 Elective	1 CH
**Social Sciences			
*ECO 2610 Principles of Microeconomics	6-7 CH		
	3 CH	ECON 201 Principles of Macroeconomics	3 CH
Select an additional MTA approved course from a non-ECO discipline.	3-4 CH	TBD – Social Science	
**Fine Arts / Humanities			
Select from MTA approved courses in two different disciplines.	6-8 CH	TBD – Fine Arts / Humanities	
Natural Sciences			
Select from MTA approved courses in two different disciplines. One course must contain a laboratory.	7-8 CH	TBD – Natural Sciences	
OCC Business Administration Program and Degree Requirements (24 CH)			
ACC 1800 Accounting Procedures	2 CH	ACTG 177 Elective	2 CH
ACC 1810 Principles of Financial Accounting	4 CH	ACTG 132 Principles of Accounting I	4 CH
ACC 1820 Principles of Managerial Accounting	4 CH	ACTG 133 Principles of Accounting II	4 CH
BUS 1100 Introduction to Business	4 CH	BUSN 121 Introduction to Business	3 CH
		BUSN 177 Elective	1 CH
BUS 2030 Business Law I	3 CH	BUSN 350 Business Law I	3 CH
CIS 1050 Personal Computer Productivity Tools	4 CH	CSCI 101 Intro to Microcomputer App.	3 CH
		CSCI 177 Elective	1 CH
ECO 2620 Principles of Macroeconomics	3 CH	ECON 202 Principles of Macroeconomics	3 CH
Major Elective Credit			
*BUS 2530 Management	2-6 CH		
*ENG 1350 Business Communication	3 CH	MGMT 360 Management Concepts	3 CH
*MAT 1540 College Algebra	3 CH	BUSN 231 Business Communications	3 CH
	4 CH	MATH 111 College Algebra	3 CH
		MATH 177 Elective	1 CH
*BUS 2600 Advertising	3 CH	MRKT 387 Advertising Theory & Practice	3 CH
*BUS 2640 Marketing Theory/Practice	3 CH	MRKT 281 Marketing Principles & Strategy	3 CH
Total Credit Hours for ABA	60 CH		



LSSU Business Administration – Marketing Program & Degree Requirements (Take all of the following courses if not previously taken in the Major Elective Credit.)			
*BUS 2530 Management	3 CH	MGMT 360 Management Concepts	3 CH
*ENG 1350 Business Communication	3 CH	BUSN 231 Business Communications	3 CH
*MAT 1540 College Algebra	4 CH	MATH 111 College Algebra	3 CH
		MATH 177 Elective	1 CH
*BUS 2600 Advertising	3 CH	MRKT 387 Advertising Theory & Practice	3 CH
*BUS 2640 Marketing Theory/Practice	3 CH	MRKT 281 Marketing Principles & Strategy	3 CH
Additional Electives as Needed to Reach 84 Credits		TBD	
Total Credit Hours Taken at OCC:	84 CH		

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Bachelor of Science Business Administration - Marketing Lake Superior State University	
Remaining LSSU Degree Requirements (40 Credit Hours)	
<u>Common Professional Component</u>	
BUSN 403 Business, Govt. & Society	3 CH
BUSN 466 Business Policy	3 CH
FINC 341 Managerial Finance	4 CH
MGMT 280 Intro to Management Info Systems	3 CH
MGMT 371 Operations/Business Analytics	3 CH
<u>Major Requirements</u>	
MRKT 381 Consumer Behavior	3 CH
MRKT 480 Marketing Research	3 CH
MRKT 481 Marketing Management	3 CH
Three Marketing Electives	9 CH
Two Business Electives (300/400 Level)	6 CH

Notes:

- Students must have an overall GPA of a 2.00 in order to be eligible for admission consideration to Lake Superior State University and the Business Administration – Marketing program.
- Students should meet with an OCC Counselor prior to following this Articulation Agreement Program Guide.
- Deviation from this guide may result in non-transferable and/or applicable OCC coursework, resulting in additional requirements.
- This guide does not include any remedial courses and may not include prerequisite requirements.
- This Articulation Agreement Program Guide includes the Michigan Transfer Agreement (MTA) and additional Lake Superior State University degree/program requirements beyond the A.B.A. degree requirements.
- Lake Superior State University requires that a minimum of a “C-” (1.70) be earned in each course in order to be considered for transfer credit, non-germane and remedial courses may not qualify for transfer credit.
- The Michigan Transfer Agreement (MTA) requires a minimum of a “C” (2.0) grade be earned in each applicable course in order to fulfill the category requirement and to receive the MTA endorsement. The MTA endorsement will satisfy all of the Lake Superior State University General Education requirements.
- *Preferred course selection and required for the Lake Superior State University Business Administration – Marketing program. Deviation may result in additional coursework at LSSU after transfer.
- **Michigan Transfer Agreement (MTA) applicable courses are listed in the OCC Catalog. The Fine Arts/Humanities, Social Sciences and Natural Sciences requirements must be from two different disciplines.

For questions regarding the Business Administration – Marketing program or to schedule an appointment with an advisor, please contact Janine Murray at Lake Superior State University at 906-635-2426 or jmurray@lssu.edu.

July 1st, 2021 – June 30, 2024