



Transfer Guide

Bachelor of Business Administration (BBA) in Digital Marketing
Effective February 2021

OAKLAND COLLEGE

**Associate Degree (60 credits)—Includes Completion of the MTA General
Education Requirements and the Following Classes:**

Classes with Transferability During Associate Degree Completion

<i>Oakland College</i>	<i>Credits</i>	<i>Cleary University</i>	<i>Credits</i>
ACC 1810 Principles of Managerial Accounting	4	ACC 1000 Principles of Accounting and Economic Renaissance I	3
BUS 2030 Business Law	3	LAW 2900 Business Law	3
BUS 2800 Human Resource Management	3	HRM 2800 How We Work Together	3
COM 1600 Fundamentals of Speech	3	COM 1400 Speak Up!	3
COM 2290 Intercultural Communication	3	COM 3100 Communicating to a Shrinking World	3
CNS 1150 Career Planning	2	CAR 1000A, CAR 1000B Career Fulfillment	1
ECO 2610 Economics I	3	ECO 1000 Economies and Economics I	3
ECO 2620 Economics II		ECO 2000 Economies and Economics II	3
PHI 1750 Introduction to Informal Logic	3	PHL 1200 Critical Thinking in an Illogical World	3
PHI 1610 Ethics	3	PHL 1500 The Right Decision	3
MKT 2520 Fundamental of Marketing Theory/Practice	3	MKT 2100 Transformational Marketing	3

Additional Electives	15	Additional Electives	15
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The maximum number of credits that may be transferred is 90 semester credit hours.

COURSES TAKEN AT CLEARY UNIVERSITY	
Class	Credit
TCM 1000 Business Arts Immersion	3
ENG 1100 Discourse and Delivery	3
PHL 4000 Rhetoric: The Hyde Park Soapbox	3
PHL 4900 The Social Contract	3
BUS 3500 Strategic Thinking from the Inside Out	3
MKT 3000 Transactional Marketing	3
OPM 3000 Supply Chain: Driving the Silk Road into Today	3
MKT 2150 Marketing in a Digital World	3
MKT 2300 Engaging Customers with Social Media and Video	3
MKT 3360 Storytelling with Content Marketing	3
MKT 4300 Driving Traffic with Online Advertising	3
MKT 4360 Managing the Customer Relationship	3
MKT 4450 Marketing Metrics and Analytics for Decision-Making	3
MGT 4071 Organizational Behavior or graduate elective*	3
Professional Experience (6 credits) - PJT 4910/4920 or internships and/or assistantship	6
DIGITAL MARKETING BBA DEGREE TOTAL	120 CR.

* Some Electives may be substituted for Graduate Elective in the +1 program for eligible students. For information, please speak to your admissions representative.

Additional Information:

1. A transfer student from Oakland College must have a cumulative 2.0 GPA to transfer into Cleary University.
2. A minimum of 120 credit hours are required for a Bachelor of Business Administration (BBA) in Sports Promotion and Management at Cleary University. Cleary core and major courses may be completed on-ground or via distance learning online.
3. A grade of "C" or better (2.0 on a 4.0 scale) is required for courses to transfer.

4. Scholarships are available for Oakland College transfer students. Other financial aid is available to all Cleary students.

Contact Cleary University for any questions regarding the admissions requirements, scholarships or to schedule an appointment with an Admissions Representative at 1-800-686-1883.