

Articulation Agreement
between
Macomb Community College
Associate of Business Administration in Hospitality Management
and
Madonna University
Bachelor of Science in Hospitality and Tourism Management
With a Marketing Minor

Students following this agreement are strongly encouraged to obtain MTA and the Associate Degree specified above. Failing to do so will require meeting the Madonna University requirements for our Core Curriculum and Major requirements.
Please see Madonna University online catalog for more details outlining these plans.

Minimum 30 Credits Transfer Towards MTA

Hospitality & Tourism Management Degree Requirements taken at Macomb Community College

In the following section are listed all the courses that are Signature Courses, Required Support/Foundation courses and Major courses that can be taken at Macomb Community College.

Macomb Community College			Madonna University		
MGMT 1010	Principles of Management	3	MGT 2360	Principles of Management	3
MKTG 1010	Principles of Marketing	3	MKT 2440	Principles of Marketing	3
MKTG 1020	Dynamics of Retailing	3	HTM 3400	Retail Management	3
MKTG 2010	Professional Selling	3	MKT 3880	Professional Selling	3
MKTG 2020	Advertising & Promotion Mgt	3	MKT 3310	Social Media Marketing	3
MKTG 2060	Consumer Behavior	3	MKT 3550	Consumer Behavior	3
MKTG 2300	Marketing Strategies	3	MKT 4560	Marketing Management	3
HUMN 1700	Comparative Religions (3 s.h.)** <i>or</i>	3	SC-8B	Core Curriculum Credit	3
HUMN 2000	Asian Religions/Cult. (3 s.h.)** <i>or</i>				
HUMN 2100	Western Relig. Traditions (3 s.h.)**				
SOCY 2550	Race/Ethnic Relations**	3	SOC 3120	Diversity/Discrimination(SC-9)	3
Credits From Macomb Community College		27	Madonna University Credit		27

Articulation Agreement
between
Macomb Community College
Associate of Business Administration in Hospitality Management
and
Madonna University
Bachelor of Science in Hospitality and Tourism Management
With a Marketing Minor

Additional Elective Credits may be accepted based on credit hours transferred in for MTA, Signature Courses, Required Support/Foundation Courses and Major Courses		
Maximum Macomb Community College Credits Transferred to Madonna University		87
Remaining Bachelor Degree Requirements at Madonna University		
MKT 4500	Global Brand Management	3
HTM 3210	Meeting and Event Management	3
HTM 3260	Travel and Tourism	3
HTM 3360	Lodging Management	3
HTM 3640	Hospitality Architectural Style and Interior Design	3
HTM 4260	Club Management	3
HTM 4370	Marketing Hospitality Services	3
HTM 4910	Internship	3
HTM 4960	Senior Seminar	3
SC-7	Literature and Informational Fluency*	3
SC-8A	The Madonna Heritage*	3
Total Madonna University Credit Hours		33
<i>*See Madonna University Catalog for List of Courses</i>		
<i>**Indicates a Madonna University Signature Course Equivalency</i>		

- The Michigan Transfer Agreement (MTA) will satisfy all Madonna University Core Courses. MTA does not satisfy Madonna University Signature Courses.
- Madonna University will transfer a Maximum of 74 credits from community colleges towards the minimum total of 120 semester hours needed for a first Bachelor degree unless stated otherwise in the articulated agreement. Courses must be approved for transfer, non-remedial and have a grade above a 2.0 ("C") or higher. Students pursuing a course of study under an existing articulation agreement should contact Madonna University's Articulation Specialist, Chelsea Driscoll - cdriscoll@madonna.edu in the Office of the Registrar to discuss approved and maximum credit allowance.
- Students who are pursuing or who have earned the MACRAO Transfer Agreement should contact Madonna University as the requirements in the Core Curriculum will vary.
- Contact Macomb Community College for any questions regarding MTA or MACRAO at 586-445-7999.
- Contact Madonna University for questions regarding the Hospitality & Tourism Management Major, admission requirements or to set up an appointment with an advisor at 734-432-5339 or admissions@madonna.edu