



Statewide Articulation Agreement
(2+2+2) Program of Study
School Year: 2024-2029

Davenport University

CTE Agency: Michigan Department of Education - Office of Career and Technical Education

State-Approved CTE Program Name: **SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER**

Secondary Program CIP Code Number: **52.1999**

PSN Number from CTEIS System:

Freshman - 9th grade		Sophomore - 10th grade		Junior - 11th grade		Senior - 12th grade	
1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester
English 9	English 9	English 10	English 10	English 11	English 11	English 12	English 12
Algebra I	Algebra I	Geometry	Geometry	Algebra II	Algebra II	Math Credit	Math Credit
Biology	Biology	Chemistry or Physics	Chemistry or Physics	Civics/Econ	Civics/Econ	Science Credit	Science Credit
US History/Geography	US History/Geography	World History/Geography	World History/Geography	CTE SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER		CTE SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER	
PE/Health	PE/Health	Fine Arts/Music/Visual/Performing/and Applied Arts	Fine Arts/Music/Visual/Performing/and Applied Arts				
World Language	World Language	World Language	World Language				

Davenport University Degree: **BBA, MANAGEMENT**

Davenport University CIP Code: **52.0201**

Grade 13				Grade 14			
1st Semester		2nd Semester		1st Semester		2nd Semester	
ACES100	Achieving Career and Education Success	BITS211	Microcomputer Applications: Spreadsheet	ACCT201	Accounting Foundations I	ACCT202	Accounting Foundations II
CISP111	Requirements Planning and Development	COMM120	Presentation Techniques	BUSN210	Professional Ethics	ENGL311	Professional Writing
ENGL109	Composition	ENGL110	Advanced Composition	GPMT287	Principles of Project Management	FINC211	Corporate Finance
MATH120	College Mathematics	MGMT211	Management Foundations	HRMG213	Human Resource Management	LEGL210	Business Law Foundations
SOSC201	Diversity in Society	STAT220	Introduction to Statistics	MKTG211	Marketing Foundations	MGMT321	Organizational Behavior

Grade 15				Grade 16			
1st Semester		2nd Semester		1st Semester		2nd Semester	
BUSN303	Business Research	ECON201	Macroeconomics	HRMG431	Negotiation and Dispute Resolution	BUSN489 or MGMT490	Field Experience in Business or Management BBA Internship
ECON200	Microeconomics	MGMT375	Leadership Discovery	MGMT412	Quality Management	MGMT495	Strategic Management Capstone
DATA275	Introduction to Data Analytics	MGMT352 or RMGI221	Managing Non-Profit and Social Enterprises or Risk Management and Insurance Analysis	MGMT467	International Business	Upper level College of Business Elective	
MGMT316	Innovation and Managing Change	Social Science Elective		Open Elective		Open Elective	
Humanities Elective		Open Elective		Open Elective		Open Elective	

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English 9	English 9	English 10	English 10	English 11	English 11	English 12	English 12
Algebra I	Algebra I	Geometry	Geometry	Algebra II	Algebra II	Math Credit	Math Credit
Biology	Biology	Chemistry or Physics	Chemistry or Physics	Civics/Econ	Civics/Econ	Science Credit	Science Credit
US History/Geography	US History/Geography	World History/Geography	World History/Geography	CTE SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER		CTE SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER	
PE/Health	PE/Health	Fine Arts/Music/Visual/ Performing/and Applied Arts	Fine Arts/Music/Visual/ Performing/and Applied Arts				
World Language	World Language	World Language	World Language				

Davenport University Degree:

BBA, MARKETING

Davenport University CIP Code:

52.1401

Grade 13				Grade 14			
1st Semester		2nd Semester		1st Semester		2nd Semester	
ACES100	Achieving Career and Education Success	BITS211	Microcomputer Applications: Spreadsheet	ACCT201	Accounting Foundations I	ACCT202	Accounting Foundations II
CISP111	Requirements Planning and Development	ENGL110	Advanced Composition	MGMT211	Management Foundations	BUSN210	Professional Ethics
COMM120	Presentation Techniques	MKTG211	Marketing Foundations	MKTG212	Professional Selling	FINC211	Corporate Finance
ENGL109	Composition	SOOSC201	Diversity in Society	STAT220	Introduction to Statistics	LEGL210	Business Law Foundations
MATH120	College Mathematics	Social Science Elective		Humanities Elective		MKTG322	Digital Marketing

Grade 15				Grade 16			
1st Semester		2nd Semester		1st Semester		2nd Semester	
DATA275	Introduction to Data Analytics	ECON201	Macroeconomics	BUSN489 or MKTG490	Field Experience in Business or Marketing BBA Internship	MKTG440	Strategic Marketing
ECON200	Microeconomics	GPMT287	Principles of Project Management	MKTG412	Marketing Research	MKTG421	International Marketing
ENGL311	Professional Writing	MKTG310	Consumer Behavior	Marketing Elective		Marketing Elective	
Marketing Elective		MKTG320	Marketing of Service	Marketing Elective		Open Electives	
Marketing Elective		Marketing Elective		Marketing Elective			

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Secondary Program CIP Code Number: **52.1999**

PSN Number from CTEIS System:

Freshman - 9th grade		Sophomore - 10th grade		Junior - 11th grade		Senior - 12th grade	
1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester
English 9	English 9	English 10	English 10	English 11	English 11	English 12	English 12
Algebra I	Algebra I	Geometry	Geometry	Algebra II	Algebra II	Math Credit	Math Credit
Biology	Biology	Chemistry or Physics	Chemistry or Physics	Civics/Econ	Civics/Econ	Science Credit	Science Credit
US History/Geography	US History/Geography	World History/Geography	World History/Geography	CTE SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER		CTE SPECIALIZED MERCHANDISING, SALES & MARKETING OPERATIONS, OTHER	
PE/Health	PE/Health	Fine Arts/Music/Visual/Performing/and Applied Arts	Fine Arts/Music/Visual/Performing/and Applied Arts				
World Language	World Language	World Language	World Language				

Davenport University Degree: **BBA, SPORT MANAGEMENT**
 Davenport University CIP Code: **31.0504**

Grade 13				Grade 14			
1st Semester		2nd Semester		1st Semester		2nd Semester	
ACES100	Achieving Career and Education Success	BITS211	Microcomputer Applications: Spreadsheet	ACCT201	Accounting Foundations I	ACCT202	Accounting Foundations II
CISP111	Requirements Planning and Development	COMM120	Presentation Techniques	HRMG213	Human Resource Management	BUSN210	Professional Ethics
ENGL109	Composition	ENGL110	Advanced Composition	PSYC101	Introductory Psychology	FINC211	Corporate Finance
MATH120	College Mathematics	SOSC201	Diversity in Society	SPMG275	Athletic Leadership & Coaching	MKTG212	Professional Selling
MGMT211	Management Foundations	STAT220	Introduction to Statistics	MKTG211	Marketing Foundations	SPMG290*	Sport Management Internship

Grade 15				Grade 16			
1st Semester		2nd Semester		1st Semester		2nd Semester	
DATA275	Introduction to Data Analytics	ECON200	Microeconomics	MKTG322	Digital Marketing	BUSN495	Business Planning Capstone
ECON201	Macroeconomics	FINC235	Financial Analysis for Business Managers	LEGL334	Legal Aspects of Sport Management	SPMG421	Sport Governance and Regulation
ENGL311	Professional Writing	SPMG364	Sport Operations and Facilities Management	SPMG370	Sport Analytics	SPMG445	Global Sport Industry
GPMT287	Principles of Project Management	SPMG390**	Junior Sport Management Internship	Open Elective		Open Elective	
SPMK350	Sport Communication and Promotion	Open Elective - (Recommend SPMG 385 - Special Topics in Sport)					

*Students should take SPMG 290 Sport Management Internship at the end of sophomore year. Don't wait any longer than necessary.

**Students should take SPMG390 Sport Management Internship at the end of their Junior year. Don't wait any longer than necessary.

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