



***Associate of Arts in Pre-Business to  
Bachelor of Science in Business Administration – Marketing***

Completion of the following curriculum will satisfy the requirements for the **Associate of Arts (AA) in Pre-Business** degree at Gateway Community and Technical College and leads to the **Bachelor of Science in Business Administration (BSBA) – Marketing Major** degree at Northern Kentucky University.

**Admission Requirements for a Bachelor of Science in Business Administration**


The BSBA is a selective admission program. All BSBA students enter as pre-majors prior to earning full admission to the major.

BSBA pre-majors must complete each of the six designated selective admission courses (ACC 200, ACC 201, BUS 230, ECO 200, ECO 201, and MKT 205, or approved GCTC course equivalents) in the BSBA Business Core with a grade of C- or better and earn an overall NKU GPA of 2.50 or better to be admitted into any BSBA major. All transfer students must complete a minimum of 12 credit hours at NKU (in any combination of courses) in order to establish an NKU GPA before applying for admission to the BSBA major. Students must meet pre-requisites for each course.

*This major can be completed face-to-face or online. If chosen to complete fully online, courses are offered in seven week formats. Please note that tuition for online accelerated programs differs from regular tuition and students in online accelerated programs are not eligible for any NKU scholarships.*


## GCTC AA IN PRE-BUSINESS TO NKU BSBA IN MARKETING MAJOR CHECKLIST

### Gateway Community and Technical College

Category I: General Education Requirements				
GCTC Course	Course or Category	Credits	NKU Course	
ENG 101	Writing I (WC)	3	ENG 101	
ENG 102	Writing II (WC)	3	ENG 102	
TBS XXX	Oral Communication (OC)	3	TBD XXX	
TBS XXX	Arts & Humanities (AH) Heritage	3	TBD XXX	
TBS XXX	Arts & Humanities (AH) Humanities	3	TBD XXX	
ECO 201	Principles of Microeconomics (SB)	3	ECO 201	
ECO 202	Principles of Macroeconomics (SB)	3	ECO 200	
TBS XXX	Social & Behavioral Sciences (SB) (not ECO)	3	TBD XXX	
MAT 150	College Algebra (QR)	3	MAT 109	
MAT 165	Finite Mathematics and its Applications (QR)	3	MAT 114	
TBS XXX	Natural Science with lab (SL)	4	TBD XXX	
<b>Subtotal General Education Courses</b>		<b>34</b>		

TBS XXX means to be selected.

TBD XXX means to be determined.

Category II: Degree Requirements for the AA in Pre-Business				
GCTC Course	Course or Category	Credits	NKU Course	
TBS XXX	Arts & Humanities (AH) or Social & Behavioral Sciences (SB) or Foreign Language	3	TBD XXX	
TBS XXX	Arts & Humanities (AH) or Social & Behavioral Sciences (SB) or Foreign Language	3	TBD XXX	
STA 220	Statistics	3	STA 205	
TBS XXX	General Education Elective	3	TBD XXX	
OST 105 or CIT 105	Introduction to Information Systems or Introduction to Computers	3	BIS 101	
ACC 201	Financial Accounting	3	ACC 200	
ACC 202	Managerial Accounting	3	ACC 201	
BAS 267	Introduction to Business Law	3	BUS 230	
BAS 282	Principles of Marketing	3	MKT 205	
<b>Total Associate Degree Credit Hours</b>		<b>61</b>		

## Northern Kentucky University

Students must complete the business core requirements and the major requirements for Marketing.

Category III: Business Core Requirements				
NKU Course	Course	Credits	GCTC Course	Taken at GCTC
ACC 200	Principles of Accounting I – Financial	3	ACC 201	x
ACC 200L	Financial Accounting Lab*	1		x
ACC 201	Principles of Accounting II – Managerial	3	ACC 202	x
BIS 300	Management Information Systems	3		
BIS 380	Quantitative Analysis with Excel	3		
BUS 201	Haile Professionals	1		
BUS 230	Legal Environment	3	BAS 267	x
BUS 330	Ethics: Managerial Decision-Making	3		
ECO 200	Principles of Macroeconomics	3	ECO 202	x
ECO 201	Principles of Microeconomics	3	ECO 201	x
ECO 305	International Context for Business	3		
FIN 305	Principles of Finance	3		
MAT 114	Finite Mathematics	3	MAT 165	x
MGT 300	Behavior in Organizations: Understanding Organizational Life	3		
MGT 305	Operations Management in Business	3		
MGT 490	Business Policy	3		
MKT 205	Principles of Marketing	3	BAS 282	x
STA 205	Introduction to Statistical Methods	3	STA 220	x
<b>Additional Credit Hours in Business Core</b>		<b>25</b>		

\*Transfer students with an A.A. who earned a C- or better in ACC 201 are not required to complete ACC 200L.

<b>Category IV: Major Requirements for the BSBA in Marketing</b>				
<b>NKU Course</b>	<b>Course</b>	<b>Credits</b>	<b>GCTC Course</b>	<b>Taken at GCTC</b>
MKT 300	Marketing Tools	3		
MKT 308	Marketing in the Digital Age	3		
MKT 310	Selling Skills	3		
MKT 320	Applied Consumer Behavior	3		
MKT 392	Consumer Insights	3		
MKT 480	Marketing Planning and Analysis	3		
Select two courses:				
MKT 333	Global and Cultural Issues in Marketing	6		
MKT 360	Professional Selling			
MKT 370	Social and Digital Marketing			
MKT 394	Topics: Marketing Issues			
MKT 396	Internship: Marketing			
MKT 492	Advanced Marketing Research			
MKT 499	Independent Study: Marketing (1-3)			
SPB 335	Event Planning and Management			
	Electives	10		
<b>Additional Major Requirements and Electives Credit Hours</b>		<b>34</b>		
<b>Total Baccalaureate Degree Credit Hours</b>		<b>120</b>		