

# transfer pathway guide

# 2019-2020

Associate of Science in Business Administration To

Bachelor of Science in Business Administration – Marketing

## Overview

Completion of the following curriculum will satisfy the requirements for the **Associate of Science in Business Administration** degree at Ivy Tech Community College and leads to the **Bachelor of Science in Business Administration – Marketing** degree at Northern Kentucky University.

## Applying to the IvyTech2NKU Program

Students can apply to participate in the pathway program by completing the online application on the NKU transfer webpage. Students must be enrolled in at least six credit hours at Ivy Tech, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Ivy Tech.

## Degree Requirements for Ivy Tech

To earn a degree at Ivy Tech a student must successfully complete the required number of credits for the degree, attain a minimum GPA of 2.0 in the required technical and general education courses, and complete at least 15 degree credits in the curriculum as a regular student of Ivy Tech.

## Admission Requirements for NKU

The BSBA is a selective admission program. All BSBA students enter as pre-majors (e.g., Accounting Pre-Major) prior to earning full admission to the major. Students must earn an overall NKU GPA of 2.50 or better to be admitted into any BSBA major. 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 transferring to NKU from Ivy Tech must earn a minimum grade of C- or better in each of the following transferred courses in order to meet selective admission requirements without having to repeat equivalent courses at NKU: ACCT 101, ACCT 102, BUSN 201, MKTG 101, ECON 201, and ECON 202. Students transferring credit for ACC 200 Principles of Accounting I-Financial (ACCT 101 at Ivy Tech) are not required to complete ACC 200L Financial Accounting Lab (1 credit).

*Some majors 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.*

## Degree Requirements for NKU

To earn a bachelor’s degree at NKU, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all requirements for the major. In some cases, students must complete a focus or minor as indicated on the pathway.

### Ivy Tech Community College of Indiana

Students must complete the following courses for an Associate of Science in Business Administration.

#### Category 1: Transfer General Education Core (TGEC) Competencies

| **ITCC Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
| ENGL 111 | English Composition | 3 | ENG 101 |  |
| COMM 101 | Fundamentals of Public Speaking | 3 | CMST 101 |  |
| MATH 136 | College Algebra | 3 | (MAT 102 or MAT 103) + MAT 100T |  |
| MATH 201 | Brief Calculus | 3 | MAT 112 |  |
| TBS XXX | Scientific Ways of Knowing | 3 | TBD XXX |  |
| TBS XXX | Scientific Ways of Knowing | 3 | TBD XXX |  |
| PSYC 101 | Introduction to Psychology | 3 | PSY 100 |  |
| PHIL 102 | Introduction to Ethics | 3 | PHI 200 |  |
| ECON 201 | Principles of Macroeconomics | 3 | ECO 200 |  |
| ECON 202 | Principles of Microeconomics | 3 | ECO 201 |  |
|  | **Subtotal General Education Core** | **30** |  |  |

Grade of A or B in MATH 136 equates to MAT 103 + MAT 100T. Grade of C or D in MATH 136 equates to MAT 102 + MAT 100T.

TBS XXX means to be selected by Ivy Tech student

TBD XXX means to be determined by NKU based on course selected at Ivy Tech

#### Category 2: Degree Requirements for the AS in Business Administration

| **ITCC Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
| IVYT 111 | Student Success in University Transfer | 1 | UNV 100T |  |
| ACCT 101 | Financial Accounting | 3 | ACC 200 |  |
| ACCT 102 | Managerial Accounting | 3 | ACC 201 |  |
| BOAT 207 | Integrated Microsoft Applications | 3 | BIS 101 |  |
| BOAT 216 | Business Communication | 3 | ENG 340 |  |
| BUSI 279 | Professional Development | 2 | BUS 200T |  |
| BUSN 101 | Introduction to Business | 3 | BUS 101 |  |
| BUSN 201 | Business Law | 3 | BUS 230 |  |
| BUSN 207 | International Business | 3 | BUS 200T |  |
| BUSN 230 | Business Statistics | 3 | STA 205 |  |
| MKTG 101 | Principles of Marketing | 3 | MKT 205 |  |
|  | **Total Associate Degree Credit Hours** | **60** |  |  |

A grade of C- or better is required in ACCT 101, ACCT 102, BUSN 201, ECON 201, ECON 202, and MKTG 101.

### Northern Kentucky University - Marketing, B.S.B.A.

#### Category 3: Additional Business Core Requirements

| **NKU Course** | **Course** | **Credits** | **ITCC Course** | **Taken at ITCC** |
| --- | --- | --- | --- | --- |
| BIS 300 | Management Information Systems | 3 |  |  |
| BIS 380 | Quantitative Analysis with Excel | 3 |  |  |
| BUS 201 | Haile Professionals | 1 |  |  |
| BUS 330 | Ethics: Managerial Decisions Making | 3 |  |  |
| ECO 305 | Foundations of International Business | 3 |  |  |
| FIN 305 | Principles of Finance | 3 |  |  |
| MAT 114 | Finite Mathematics | 3 |  |  |
| MGT 300 | Behavior in Organizations: Understanding Organizational Life | 3 |  |  |
| MGT 305 | Operations Management in Business | 3 |  |  |
| MGT 490 | Business Policy | 3 |  |  |
|  | **Subtotal NKU Additional Business Core Credit Hours** | **28** |  |  |

MAT 114 requires a math ACT score of 22 or a grade of C- or better in MATH 136 at Ivy Tech or MAT 102 at NKU.

#### Category 4: Major Requirements for the BSBA - Marketing

| **NKU Course** | **Course** | **Credits** | **ITCC Course** | **Taken at ITCC** |
| --- | --- | --- | --- | --- |
| 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 | Strategic Decision Making in Marketing | 3 |  |  |
| Select 2:  MKT 333  MKT 365  MKT 370  MKT 394  MKT 396  MKT 492  MKT 499  SPB 335 | Select two courses from the following:  Global and Cultural Issues in Marketing  Professional Selling  Social and Digital Marketing  Topics: Marketing Issues  Internship: Marketing (1-3 credits)  Advanced Marketing Research  Independent Study: Marketing (1-3 credits)  Event Planning and Management | 6 |  |  |
|  | Electives | 8 |  |  |
|  | **Subtotal Major and Elective Credit Hours** | **60** |  |  |
|  | **Total Baccalaureate Degree Credit Hours** | **120** |  |  |

Updated May 2019 for Fall 2019 Start