

# TRANSFER PATHWAY GUIDE

# 2019-2020

Associate in Arts to

Bachelor of Science in Business Administration –Marketing

## Overview

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

## Applying to the KCTCS2NKU 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 their KCTCS institution, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at their KCTCS institution.

## Degree Requirements for KCTCS

1) completion of minimum 60 credit hours, 2) minimum cumulative GPA 2.0, 3) minimum of 15 credit hours earned at the institution awarding the degree, 4) cultural studies course, 5) demonstration of digital literacy, 6) college success requirement.

## Admission Requirements to NKU

Students completing an associate degree with a cumulative GPA of 2.0 or higher will be accepted into NKU. 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 KCTCS 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.

## 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 prerequisites for courses and requirements for the major. In some cases, students must complete a focus or minor as indicated on the pathway.

## General Transfer Information

Students must complete the online application to NKU. There is no application fee for students who are transferring from a KCTCS institution.

**KCTCS Scholars Award**: Students who are KY residents transferring directly from a KCTCS institution with at least 36 hours from that institution and minimum GPA of 3.0, were never enrolled as a degree-seeking student at NKU, and will be enrolled in at least 12 credit hours both fall and spring semester are eligible for a limited number of $2,500 annual scholarships ($1,250 per fall and spring). Students must gain admission to NKU by June 15 for fall and November 1 for spring to be eligible for a possible scholarship. Online accelerated programs are not eligible for the KCTCS Scholars Award.

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.

### KCTCS ASSOCIATE IN ARTS TO ­­­­­­­­­­­­­­­NKU BSBA IN MARKETING CHECKLIST

### Kentucky Community and Technical College System

#### Category 1: KCTCS General Education Core Requirements (33 hours)

| **KCTCS Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
| 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 102 or MAT 103) + MAT 100T |  |
| MAT 165 | Finite Mathematics and its Applications (QR) | 3 | MAT 114 |  |
| TBS XXX | Natural Science with lab (SL) | 4 | TBD XXX |  |
|  | **Subtotal General Education Core Courses** | **34** |  |  |

TBS XXX means to be selected by KCTCS student.

TBD XXX means to be determined by NKU based on course selected.

One of these courses must be selected from the KCTCS identified Cultural Studies course list, indicate by placing (CS) next to the course name in Category 1 or 2 table.

A grade of A or B in MAT 150 equates to MAT 103 + MAT 100T. Grade of C or D in MAT 150 equates to MAT 102 + MAT 100T.

#### Category 2: KCTCS AA Requirements (6 hours)

| **KCTCS Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
| 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 |  |
|  | **Subtotal AA Requirement Courses** | **6** |  |  |

#### Category 3: KCTCS Electives (21 hours)

| **KCTCS Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
|  | Digital Literacy | 0-3 |  |  |
|  | First-Year Experience | 0-3 |  |  |
| ACC 201 | Financial Accounting | 3 | ACC 200 |  |
| ACC 202 | Managerial Accounting | 3 | ACC 201 |  |
| BAS 160 | Introduction to Business | 3 | BUS 101 |  |
| BAS 282 | Principles of Marketing | 3 | MKT 205 |  |
| STA 220 | Statistics | 3 | STA 205 |  |
| TBS XXX | Electives | 0-6 | TBD XXX |  |
|  | **Subtotal Elective Courses** | **21** |  |  |
|  | **TOTAL Associate Degree Hours** | **61** |  |  |

Students may take (MAT 151 or STA 151 or MAT 161) and STA 251 in place of STA 220 to satisfy the STA 205 requirement at NKU.

### Northern Kentucky University

#### Category 4: NKU Major Requirements for the BSBA in Marketing

| **NKU Course** | **Course** | **Credits** | **KCTCS Course** | **Taken at KCTCS** |
| --- | --- | --- | --- | --- |
| 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 |  |
| 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 | Foundations of International 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 | Statistical Methods | 3 | STA 220 or  (MAT 151 or STA 151 or MAT 161) + STA 251 | x |
| MKT 300 | Marketing Tools | 3 |  |  |
| MKT 308 | Marketing and 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  Advanced Marketing Research  Independent Study: Marketing (1-3)  Event Planning and Management | 6 |  |  |
|  | **Subtotal Major Credit Hours at NKU** | **52** |  |  |
|  | **Subtotal Major Credit Hours KCTCS** | **22** |  |  |
|  | **Total Major Credit Hours** | **74** |  |  |

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

**Category 5: Additional Requirements at NKU**

| **NKU Course** | **Course** | **Credits** | **KCTCS**  **Course** | **Taken at KCTCS** |
| --- | --- | --- | --- | --- |
|  | **Subtotal Elective (300/400 level) Hours** | **7** |  |  |
|  | **Total Baccalaureate Degree Credit Hours** | **120** |  |  |

#### Category 5: NKU Major Requirements for the BSBA in Marketing

| **NKU Course** | **Course** | **Credits** | **KCTCS Course** | **Taken at KCTCS** |
| --- | --- | --- | --- | --- |
| MKT 300 | Marketing Tools | 3 |  |  |
| MKT 308 | Marketing and 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  Advanced Marketing Research  Independent Study: Marketing (1-3)  Event Planning and Management | 6 |  |  |
|  | Electives | 7 |  |  |
|  | **Additional Major Requirements and Electives Credit Hours** | **31** |  |  |
|  | **Total Baccalaureate Degree Credit Hours** | **120** |  |  |

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