# transfer pathway guide

# 2019-2020

Associate of Arts in Pre-Business Administration

at UC Clermont College to

Bachelor of Science in Business Administration – Marketing Major

at the Haile/US Bank College of Business, Northern Kentucky University

## Overview

Completion of the following curriculum will satisfy the requirements for the **Associate of Arts in Pre-Business Administration** degree at UC Clermont College and leads to the **Bachelor of Science in Business Administration – Marketing Major** degree at Northern Kentucky University.

## Degree Requirements for UC Clermont

To earn a degree at UC Clermont, a student must complete a minimum of 60 credit hours, attain a minimum cumulative GPA of 2.0, and earn a minimum of 15 credit hours at the institution awarding the degree.

## Admission Requirements for 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 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 the 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 transferring credit for ACC 200 Principle of Accounting I – Financial are not required to complete ACC 200L Financial Accounting Lab (1 credit).

## 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.

### UC CLERMONT COLLEGE AA IN PRE-BUSINESS ADMINISTRATION

### ­­­­­­­­­­­­­­­NKU BSBA MARKETING MAJOR CHECKLIST

### UC Clermont College

#### Category 1: Requirements for the AA in Pre-Business Administration

| **UC Clermont Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
|  | **Ohio Transfer Module (General Education) Requirements** |  |  |  |
| ENGL 1001 | English Composition | 3 | ENG 101 |  |
| ENGL 2089 | Intermediate Composition | 3 | ENG 102 |  |
| COMM 2081 | Business Communication | 3 | CMST 101 |  |
| MATH 1021 | College Algebra | 3 | (MAT 102 or MAT 103) + MAT 100T |  |
| ECON 1001 | Introduction to Microeconomics | 3 | ECO 201 |  |
| ECON 1002 | Introduction to Macroeconomics | 3 | ECO 200 |  |
| TBS XXX | Arts/Humanities 1 | 3 | TBD XXX |  |
| TBS XXX | Arts/Humanities 2 | 3 | TBD XXX |  |
| TBS XXX | Natural Science with Lab | 4 | TBD XXX |  |
| TBS XXX | Natural Science | 3 | TBD XXX |  |
| MATH 1029 | Finite Math | 3 | MAT 114 |  |
| BANA 2081 | Business Analytics I | 3 | STA 205 |  |
|  | **Pre-Business Administration Requirements** |  |  |  |
| MGMT 1050 | Introduction to Business | 3 | BUS 101 |  |
| ACCT 2081 | Financial Accounting | 3 | ACC 200 |  |
| ACCT 2082 | Managerial Accounting | 3 | ACC 201 |  |
| BLAW 2080 | Legal Environment of Business | 3 | BUS 230 |  |
| IS 2080C | Digital Technologies for Business | 3 | BIS 101 |  |
| MKTG 2080 | Introduction to Marketing | 3 | MKT 205 |  |
| PSYC 1001 | Introduction to Psychology | 3 | PSY 100 |  |
| SOC 1001 | Introduction to Sociology | 3 | SOC 100 |  |
|  | **Total Associate Degree Hours** | **61** |  |  |

Grade of A or B in MATH 1021 equates to MAT 103 + MAT 100T. Grade of C or D in MATH 1021 equates to MAT 102 + MAT 100T.

TBS XXX means to be selected by UC Clermont student

TBD XXX means to be determined by NKU based on course selected at UC Clermont

### Northern Kentucky University

#### Category 2: Business Core Requirements for the BSBA in Marketing

| **NKU Course** | **Course** | **Credits** | **UC Clermont Course** | **Taken at UC Clermont** |
| --- | --- | --- | --- | --- |
| ACC 200 | Principles of Accounting I – Financial | 3 | ACCT 2081 | x |
| ACC 200L | Financial Accounting Lab | 1 |  | x |
| ACC 201 | Principles of Accounting II – Managerial | 3 | ACCT 2082 | x |
| BIS 300 | Management Information Systems | 3 |  |  |
| BIS 380 | Quantitative Analysis with Excel | 3 |  |  |
| BUS 201 | Haile Professionals | 1 |  |  |
| BUS 230 | Legal Environment | 3 | BLAW 2080 | x |
| BUS 330 | Ethics: Managerial Decision-Making | 3 |  |  |
| ECO 200 | Principles of Macroeconomics | 3 | ECON 1002 | x |
| ECO 201 | Principles of Microeconomics | 3 | ECON 1001 | x |
| ECO 305 | International Context for Business | 3 |  |  |
| FIN 305 | Principles of Finance | 3 |  |  |
| MAT 114 | Finite Mathematics | 3 | MATH 1029 | 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 | MKTG 2080 | x |
| STA 205 | Statistical Methods | 3 | BANA 2081 | x |
|  | **Additional Credit Hours in Business Core** | **25** |  |  |

Transfer students who earned a C- or better in ACCT 2081 are not required to complete ACC 200L.

#### Category 3: Major Requirements for the BSBA in Marketing

| **NKU Course** | **Course** | **Credits** | **UC Clermont Course** | **Taken at UC Clermont** |
| --- | --- | --- | --- | --- |
| 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 (1-3 credits)  Advanced Marketing Research  Independent Study: Marketing (1-3 credits)  Event Planning and Management | 6 |  |  |
|  | Electives | 10 |  |  |
|  | **Additional Major Requirements and Electives Credit Hours** | **34** |  |  |
|  | **Total Baccalaureate Degree Credit Hours** | **120** |  |  |

Updated May 2019 for Fall 2019 Start