

Articulation Agreement

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

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 requirement for UC Clermont:

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

Admission Requirements for BSBA Majors

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, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25 percent of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall grade point average of 2.0 and meet all requirements for their chosen major.

**UC CLERMONT COLLEGE AA IN PRE-BUSINESS ADMINISTRATION
NKU BSBA MARKETING MAJOR CHECKLIST**

UC Clermont College

Category I: Requirements for the AA in Pre-Business Administration				
UC Clermont Course	Course or Category	Credits	NKU Course	
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 109	
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		

Northern Kentucky University

Category II: 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	Introduction to Statistical Methods	3	BANA 2081	x
Additional Credit Hours in Business Core		25		

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

Category III: 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 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:	Select two courses:			
MKT 333	Global and Cultural Issues in Marketing	6		
MKT 365	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		
Additional Major Requirements and Electives Credit Hours		34		
Total Baccalaureate Degree Credit Hours		120		

Updated November 2018