

Transfer Guide



CUYAHOGA COMMUNITY COLLEGE

A.A.B. - Marketing

To

INDIANA WESLEYAN UNIVERSITY (IWU)

B.S., Marketing - Digital Media Business Strategies Specialization

Your Bachelor Degree is Within Reach!

IWU will accept the transfer of your ENTIRE Associate Degree and ALL prior credits provided they meet the following criteria:

- ✓ Credits are from a regionally accredited institution
- ✓ A grade of "C" or higher was earned
- ✓ The courses were 100-level or higher (not pre-college, medial, developmental, credits through testing or assessed learning)

Associate Degree Plan of Study: CUYAHOGA COMMUNITY COLLEGE

A.A.B. - Marketing		
COURSE #	COURSE TITLE	CREDITS
BADM-1020	Introduction to Business	3
ECON-2000	Principles of Microeconomics	3
PHIL-1020	Introduction to Logic	3
BADM-2010 or BADM-201H	Business Communications or Honors Business Communications	3
ENG-1010 or ENG-101H	College Composition I or Honors College Composition I	3
MARK-1080	Social Media Marketing	3
MARK-2010	Principles of Marketing	3
BADM-1122	Principles of Management and Organizational Behavior	3
MATH-1XXX	MATH-1000 level or higher	3
ENG-1020 or ENG-102H	College Composition II or Honors College Composition II	3
ACCT-1311	Financial Accounting	3
ECON-2010	Principles of Macroeconomics	3
MARK-2261	Salesmanship and Promotional Strategies	3
MARK-2270	Principles of Advertising	3
COMM-1010 or COMM-101H	Fundamentals of Speech Communication or Honors Speech Communication	3
ACCT-1341	Managerial Accounting	3
BADM-2151	Business Law	3
MARK-2081	Social Media Content Strategies and Analytics	4
MARK-2090	Digital Marketing Design	3
PHIL-2060 or PHIL-2020	Business Ethics or Ethics	3
	Total Credits	61

Turn Over

IWU General Education Requirements

(May be taken at IWU or any regionally accredited institution).

IWU Gen. Ed. Requirements	May Be Satisfied By:	Credits Satisfied
3 credits in Biblical Studies	Any Biblical Studies Course	
3 credits in Philosophy, Biblical Studies, or Religion	Met with PHIL-1020, PHIL-2060, or PHIL-2020	3
3 credits in English Written Communication	Met with ENGL-1010 or ENGL-101H	3
3 credits in English Written Communication	Met with ENGL-1020 or ENGL-102H	3
3 credits in English Oral Communication	Met with COMM-1010 or COMM-101H	3
3 credits in Mathematics	Met with MATH-XXXX (MATH-1000 or higher)	3
3 credits in Natural Science	Any Natural Science Course	
3 credits in Social or Behavioral Science	Met with ECON-2010	3
3 credits in Social or Behavioral Science	Met with ECON-2000	3
3 credits in Arts and Humanities	Any Arts and Humanities Course	
Total Required: 30		21

IWU Bachelor Completion Plan of Study:

IWU - BSMK - Digital Media Business Strategies Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
MKG 421	Foundations of Marketing	3	MARK-2010	3
ECO 310	Economic Principles for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
FIN 315	Accounting and Financial Concepts of Business	3		
MKG 361	Social Media and Consumer Behavior	3		
MKG 350	Information Technology for Marketers	3		
STA 351	Statistics for Marketers	3		
ADM 435	Management and Leadership Perspectives	3		
MKG 359	Social Media Business Strategies	3		
MKG 435	Digital Branding	3		
MKG 465	Digital Advertising	3		
MKG 358	Digital Promotions	3		
XXX XXX	12 credits of Business-related electives (Business, Economics, Finance, Accounting, Administration, Management, and Marketing)	12	BADM-1020, MARK-1080, BADM-1122, ACCT-1311, or MARK-1090	12
Total				
		Total Core Credits	48	15

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require **120** credit hours

Associate Degree Credits: 61

B.S. Core Credits Remaining: 33

Gen. Ed. Credits Remaining: 9

Additional Credits Needed to Reach 120: 17

These may be taken at IWU or any regionally accredited institution.

*Transfer guides are produced as a service to associate degree students. Every effort is made to maintain up-to-date and accurate information; however, this information is subject to change. Such changes take precedence over the information on this guide. Students should work with their current advisor and an IWU advisor. Responsibility for complying with all applicable requirements ultimately rests with the student.

To Speak with an Enrollment Counselor Contact:

Toll Free 866-498-4968

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www.indwes.edu/bachelorcompletion

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