

Transfer Guide



Ivy Tech Community College A.S. - Business Administration	To	INDIANA WESLEYAN UNIVERSITY (IWU) B.S., Marketing - Digital Media Business Strategies Specialization
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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: Ivy Tech Community College

A.S. - Business Administration		
COURSE #	COURSE TITLE	CREDITS
BUSN 101	Introduction to Business	3
ENGL 111	English Composition	3
IVYT 111	Student Success in University Transfer	1
MATH 136	College Algebra	3
PSYC 101	Introduction to Psychology	3
XXXX XXX	Scientific Ways of Knowing Elective (IWU Suggests 100+ Course)	3
COMM 101	Fundamentals of Public Speaking	3
MATH 201	Brief Calculus	3
BOAT 207	Integrated Microsoft Applications	3
XXXX XXX	Scientific Ways of Knowing Elective (IWU Suggests 100+ Course)	3
BUSN 105 or MKTG 101	Principles of Management or Principles of Marketing	3
ACCT 101	Financial Accounting	3
BUSN 201	Business Law	3
BUSN 207	International Business	3
ECON 201	Principles of Macroeconomics	3
PHIL 102	Introduction to Ethics	3
ACCT 102	Managerial Accounting	3
BUSN 230	Business Statistics	3
BUSI 279	School of Business Evaluation and Professional Development	2
ECON 202	Principles of Microeconomics	3
BOAT 216	Business Communications	3
Total Credits		60

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 102	3
3 credits in English Written Communication	Met with ENGL 111	3
3 credits in English Written Communication	Any English Written Communication Course	
3 credits in English Oral Communication	Met with COMM 101	3
3 credits in Mathematics	Met with MATH 136	3
3 credits in Natural Science	Met with XXXX XXX (Scientific Ways, 100+)	3
3 credits in Social or Behavioral Science	Met with PSYC 101	3
3 credits in Social or Behavioral Science	Any Social or Behavioral Science Course	
3 credits in Arts and Humanities	Any Arts and Humanities Course	
Total Required: 30		18

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		
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	(Met with Completion of AS Core)	12
Total				
		Total Core Credits	48	12

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require 120 credit hours

Associate Degree Credits: 60

B.S. Core Credits Remaining: 36

Gen. Ed. Credits Remaining: 12

Additional Credits Needed to Reach 120: 12

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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