

IWU Bachelor Completion Plan of Study:

IWU - BSMK - Marketing Analytics 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 450	Foundations of Marketing Analytics	3		
MKG 398	Marketing Research	3		
MKG 460	Predictive Marketing Analytics	3		
MKG 470	Data Mining for Marketers	3		
XXX XXX	12 credits of Business-related electives (Business, Economics, Finance, Accounting, Administration, Management, and Marketing)	12	BLW-253, BBA-231, BBA-110, BBA-131	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: 3

Additional Credits Needed to Reach 120: 21

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:

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