

IWU Bachelor Completion Plan of Study

B.S., Marketing - Marketing Analytics Specialization

| COURSE # | COURSE TITLE | CREDITS | EQUIVALENT COURSES | CREDITS SATISFIED IN ASSOCIATE DEGREE |
|--------------------|--|---------|--|---------------------------------------|
| | Major Courses | | | |
| MKG 421 | Foundations of Marketing | 3 | | |
| ECO 310 | Economic Principles for Managers | 3 | | |
| MGT 445 | Ethical and Legal Business Concepts | 3 | | |
| FIN 310 | Financial Decisions for Managers | 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 | | |
| | Marketing Analytics Courses | | | |
| 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 | | |
| | Business Electives | | | |
| XXX XXX | 12 credits of Business-related electives (Business, Economics, Finance, Accounting, Administration, Management, and Marketing) | 12 | BADM 1020, ECON 2000, MARK 2010, ACCT 1311 | 12 |
| Total Core Credits | | 48 | | 12 |

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees (120 cr hrs)

| | |
|--|-----------|
| Associate Degree Credits: | 61 |
| B.S. Core Credits Remaining: | 36 |
| Gen. Ed. Credits Remaining | 6 |
| <i>Additional Credits Needed to Reach 120:</i> | <i>17</i> |

To Speak with an Enrollment Counselor Contact:

Toll Free 866-498-4968

iwuenroll@indwes.eduwww.indwes.edu/admissions/online/online-transfer

• Transfer pathways 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 requirement ultimately rests with the student.

• Transfer pathways are intended as general guides and do not guarantee the transferability of credits. Official credit evaluations will be completed upon admission and receipt of official transcripts.