

Associate Degree Plan of Study: Marketing, AAB

Marketing, AAB		
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 1190	Algebraic and Quantitative Reasoning (or OT 36 MATH)	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	Integrated Marketing Communications	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

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	Met with any Biblical Studies Course	0
3 credits in Philosophy, Biblical Studies, or Religion	Met with PHIL 2060 or PHIL 2020	3
3 credits in English Written Communication	Met with ENG 1010 or ENG101H	3
3 credits in English Written Communication	Met with ENG 1020 or ENG 102H	3
3 credits in English Oral Communication	Met with EOCMM 1010 or COMM 101H	3
3 credits in Mathematics	Met with MATH 1190 or OT 36 MATH Course	3
3 credits in Natural Science	Met with any Natural Sciences Course	0
3 credits in Social or Behavioral Science	Met with ECON 2000	3
3 credits in Social or Behavioral Science	Met with ECON 2010	3
3 credits in Arts and Humanities	Met with any Arts and Humanities Course	0
Total Required: 30		21

• Credit is granted for undergraduate course work with a satisfactory grade (“C” or above) in a 100-level or higher course, or for graduate course work with a satisfactory grade (“B” or above) in a 500-level course or higher, taken at a college or university that is accredited by an accrediting agency recognized by both the U.S. Department of Education (ED) and the Council for Higher Education Accreditation (CHEA). This transfer guide is for National & Global courses of study only and is not meant to be used for purposes for IWU-Marion. *

IWU Bachelor Completion Plan of Study

B.S., Marketing - Digital Media Business Strategies 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		
	Business Electives			
MKG 359	Social Media Business Strategies	3	MARK 2081	3
MKG 435	Digital Branding	3		
MKG 465	Digital Advertising	3		
MKG 358	Digital Promotions	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 1080, MARK 2010, BADM 1122, ACCT 1311, ACCT 1341	12
Total Core Credits		48		15

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees (120 cr hrs)

Associate Degree Credits:	61
B.S. Core Credits Remaining:	33
Gen. Ed. Credits Remaining	9
Additional Credits Needed to Reach 120:	17

To Speak with an Enrollment Counselor Contact:

Toll Free 866-498-4968
iwuenroll@indwes.edu
www.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 requirements 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.