

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		
	Business Electives			
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 1080, MARK 2010, BADM 1122, ACCT 1311, ACCT 1341	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	9
<i>Additional Credits Needed to Reach 120:</i>	<i>14</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 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.