

# Transfer Pathway



**Kentucky Community & Technical College  
Systems (KCTCS)**

**To**

**INDIANA WESLEYAN UNIVERSITY (IWU)**

**A.A.S., Business Administration - Marketing Track**

**B.S., Business Administration (BSBA)**

## 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: **Kentucky Community & Technical College Systems (KCTCS)**

#### **A.A.S., Business Administration - Marketing Track**

COURSE #	COURSE TITLE	CREDITS
<b>ENG 101</b>	Writing I	3
<b>COM 181 or COM 252</b>	Basic Public Speaking or Introduction to Interpersonal Communication	3
<b>ECO 201 or ECO 202</b>	Principles of Microeconomics or Principles of Macroeconomics (IWU suggests ECO 201)	3
<b>MAT 150 or higher</b>	College Algebra or higher	3
<b>Heritage Humanities</b>	Choose one approved course from Heritage Humanities.	3
<b>Natural Sciences</b>	Choose one approved course from Natural Sciences.	3
<b>Technical Courses</b>		
<b>ACC 201</b>	Financial Accounting	3
<b>ACC 202</b>	Managerial Accounting	3
<b>CIT 105 or OST 105</b>	Introduction to Computers or Introduction to Information Systems	3
<b>ENG 102</b>	Writing II	3
<b>BAS 160</b>	Introduction to Business	3
<b>BAS 260</b>	Professional Development and Protocol	2
<b>BAS 270</b>	Business Employability Seminar	1
<b>BAS 267</b>	Introduction to Business Law	3
<b>BAS 282</b>	Principles of Marketing	3
<b>BAS 283</b>	Principles of Management	3
<b>Marketing Track</b>		
<b>MKT 290</b>	Advertising and Promotion	3
<b>MKT 295</b>	Consumer Behavior	3
<b>BAS 125</b>	Social Media Marketing: Fundamental Concepts, Skills, and Strategies	3
<b>BAS 290</b>	Management, Ethics and Society	3
<b>Marketing Electives</b>	Choose 6 credit hours from approved list. (IWU suggests ECO 202 and BAS 126)	6
<b>Total Credits</b>		<b>63</b>

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	Any Philosophy, Biblical Studies, or Religion Course	
3 credits in English Written Communication	Met with ENG 101	3
3 credits in English Written Communication	Met with ENG 102	3
3 credits in English Oral Communication	Met with COM 181 or COM 252	3
3 credits in Mathematics	Met with MAT 150 or higher	3
3 credits in Natural Science	Met with Natural Sciences Course	3
3 credits in Social or Behavioral Science	Met with ECO 201	3
3 credits in Social or Behavioral Science	Met with ECO 202	3
3 credits in Arts and Humanities	Met with Heritage/Humanities Course	3
<b>Total Required: 30</b>		<b>24</b>

