



ASSOCIATE OF SCIENCE
Business Administration

BACHELOR OF ARTS
Marketing

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 CHEA or DOE institution
- A grade of "C" or higher was earned
- The courses were 100-level or higher
(not pre-college, remedial, developmental, credits through testing or assessed learning)

SCAN ME



Apply Today!

Submit your application early! IWU has a rolling deadline, meaning the Admissions team makes acceptance decisions continually.



indwes.edu/applytoiwu

FT. WAYNE



INDIANAPOLIS

TRANSFER AGREEMENT

Ivy Tech Community College graduates who have completed the appended Associate of Science degree program of study in Business Administration may transfer and apply a minimum of 60 credits to the requirements for Indiana Wesleyan University's Bachelor of Arts degree with a major in Marketing. This agreement is designed to serve Ivy Tech students well and guide their course selection at IWU.

IWU BACHELOR DEGREE CREDIT REQUIREMENTS

IWU Bachelor Degrees require **124** credit hours.

Associate Degree Credits	60
B.S. DeVoe BUS Credits remaining (maximum)	39*
Gen. Ed. Credits Remaining	12
Additional Credits Needed	13
Total Credits	124

**Includes Foreign Language & Internship Requirements*

Additional credits needed to reach 124 may be taken at IWU or at a college or university accredited by an accrediting agency recognized by both the U.S. Department of Education (USDoE) and the Council for Higher Education Accreditation (CHEA)

*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.

OVERVIEW OF REQUIRED COURSES	CREDIT HOURS
Credits transferred from Ivy Tech Community College	60
Remaining IWU credits to be completed for Ivy Tech Students	64
Total Credits Required	124

REQUIRED IWU-MARION GENERAL EDUCATION COURSES		CREDIT HOURS
BIL-101	Old Testament Survey	3
BIL-102	New Testament Survey	3
ACC/BUS-390 OR	International Travel	
INT-220	Intercultural Relationships	3
THE-101	Theology of Christian Life	3
FYE	FYE/New Student Orientation	0
Total General Education Credit Hours from IWU-Marion		12



BACHELOR OF ARTS | IWU-MARION
Marketing

COURSE #	COURSE TITLE	CREDITS	ITCC COURSES	CREDITS MET
BUS-100	Foundations of Business		BUSN-101	3
ACC-201	Accounting Principles I		ACCT-101	3
ACC-202	Accounting Principles II		ACCT-102	3
BUS-210	Business Law		BUSN-201	3
MNG-210	Management Principles		BUSN-105	3
MKG-210	Marketing Principles		MKGT-101	3
BUS-101	Business Ethics	3		
ECO-212	Microeconomics	3		
ECO-213	Macroeconomics	3		
FIN-210	Managerial Finance	3		
BUS-320	Business Statistics	3		
BUS-452	Strategic Management	3		
XXX-XXX	Foreign Language Courses/Equivalent	6		
Total Core Credits		24		18

REQUIRED IWU-MARION MARKETING MAJOR CORE COURSES		CREDIT HOURS
MKG-348	Service Marketing	3
MKG-424	Strategic Marketing	3
Total Credit Hours for Required IWU Marketing Courses		6

ELECTIVE IWU-MARION MARKETING COURSES (CHOOSE 2)		CREDIT HOURS
MKG-346	Consumer Behavior	3
MKG-353	Selling & Relationship Marketing	3
MKG-357	Advertising & Promotion	3
MKG-370	Digital Marketing	3
MKG-444	Branding	3
FIN-383	Real Estate Investment & Marketing	3
Total Credit Hours for Elective IWU Marketing Courses		6

EXPERIENTIAL LEARNING		CREDIT HOURS
MKG-386	Marketing Internship	3

REMAINING IWU-MARION ELECTIVE CREDITS FOR GRADUATION	CREDIT HOURS
Students must complete at least 64 credit hours from IWU-Marion to graduate. Therefore, in addition to completing the 12 General Education hours, 36 Marketing hours, 3 Experiential hours, students are also required to complete 13 credit hours of electives. These may be chosen from Business or other areas.	
Total Hours from IWU Electives	13

SEQUENCE OF IWU-MARION COURSES ACROSS FOUR SEMESTERS

JUNIOR YEAR					
FALL SEMESTER (16 HRS)			SPRING SEMESTER (16 HRS)		
THE-101	Theology of Christian Life	3	BIL-102	New Testament	3
XXX-XXX	Foreign Language	3	FIN-210	Managerial Finance	3
BUS-101	Business Ethics	3	ECO-213	Macroeconomics	3
ECO-212	Microeconomics	3	BIL-101	Old Testament	3
INT-220	Intercultural Competency	3	XXX-XXX	Foreign Language	3
	General Elective	1		General Elective	1
SENIOR YEAR					
FALL SEMESTER (16 HRS)			SPRING SEMESTER (16 HRS)		
BUS-320	Business Statistics	3	BUS-452	Strategic Management	3
MKG-346	Consumer Behavior	3	MKG-424	Strategic Marketing	3
MKG-348	Service Marketing	3	MKG-353, MKG-357 or MKG-444	Selling & Relationship Marketing, Advertising & Promotion, or Branding	3
	General Elective	3	MKG-386	Marketing Internship	3
	General Elective	3		General Elective	3
	General Elective	1		General Elective	1