



TRANSFER PATHWAY GUIDE 2023-2024

Associate of Applied Science in Business Administration To
Bachelor of Science in Business Administration – Marketing

Overview

Completion of the following curriculum will satisfy the requirements for the Associate of Applied Science (AAS) in Business Administration degree at Ivy Tech Community College (ITCC) and leads to the Bachelor of Science in Business Administration (BSBA) – Marketing degree at Northern Kentucky University (NKU).

Applying to the Ivy Tech 2nd Degree program to transfer to NKU Cumulative BA at Ivy Tech.

Degree Requirements for Ivy Tech

Students enrolling in Ivy Tech AAS of 2014 that successfully complete the required education courses credits for the degree must complete at least 15 degree credits in the curriculum as a regular student of Ivy Tech.

BSA 1 (2) and MK 20 (2) or approved ITC course equivalents) in the Business Administration program with a grade of C or better.

formats. Tuition for online accelerated programs differs from face-to-face tuition. Scholarship pricing is

available to Ivy Tech students who choose to enroll in the fully online program. Visit our website for more information about the [Business Administration – Marketing Accelerated Online program](#).

Degree Requirements for NKU

To earn a bachelor's degree at NKU, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all prerequisites for courses and requirements for the major. All students successfully completing the BSBA major in Marketing automatically earn an interdisciplinary Minor in Business as part of their required course of study for the degree.

Ivy Tech Community College of Indiana

Students must complete the following courses for an AAS in Business Administration.

Category 1: ITCC Indiana College Core Competencies

ITCC Course	Course or Category	Credits	NKU Course	Completed
ENGL 111	English Composition	3	ENG 101	
COMM 101	Fundamentals of Public Speaking	3	CMST 101	
MATH 135	Finite Math	3	MAT 114	
ECON 201	Principles of Macroeconomics	3	ECO 100	
TBS XXX	Scientific Ways of Knowing	3	TBD XXX	
TBS XXX	Humanities or Social and Behavioral Ways of Knowing	3	TBD XXX	

Northern Kentucky University – Marketing, BSBA

Category 3: NKU Additional General Education Courses

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
ENG 102	Advanced College Writing	3	ENGL 215	
TBS XXX	Natural Science	3-4		
TBS XXX	Self & Society	3-6		
TBS XXX	Culture & Creativity	3-6		
TBS XXX	Global Viewpoints	3		
	Subtotal General Education Credit Hours	18-19		

Category 4: NKU Business Core Requirements for the BSBA

	Course	Credits	ITCC Course
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NKU Course	Course	Credits	ITCC Course	Taken at ITCC
MKT 308	Integrated Marketing Communications	3		
MKT 310	Selling Skills	3		
MKT 320	Applied Consumer Behavior	3		
MKT 388	Consumer Insights	3		
MKT 480	Strategic Marketing	3		
Select 2: MKT 333 MKT 365 MKT 370 MKT 394 MKT 396 MKT 488 MKT 499 SPB 335	Select two Marketing Electives: Global and Cultural Issues in Marketing Professional Selling Social and Digital Marketing Topics: Marketing Issues Internship: Marketing (0-3 credits) Advanced Marketing Research Independent Study: Marketing (1-3 credits) Event Planning and Management	6		
Subtotal Major Credit Hours		24		