

TRANSFER PATHWAY GUIDE 2023-2024

Associate of Applied

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

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		