



# INDIANA WESLEYAN UNIVERSITY

## Transfer Pathway

CINCINATI STATE

Marketing Management, AAB

To

INDIANA WESLEYAN UNIVERSITY (IWU)

B.S., Marketing - Marketing Analytics  
Specialization

Credit is granted for undergraduate course work with a satisfactory grade ("C" or above) in a 100-level or higher course, or for graduate course work with a satisfactory grade ("B" or above) in a 500-level course or higher, taken at a college or university that is accredited by an accrediting agency recognized by both the U.S. Department of Education (ED) and the Council for Higher Education Accreditation (CHEA). This transfer guide is for National & Global courses of study only and is not meant to be used for purposes for IWU-Marion. \*

### Associate Degree Plan of Study: CINCINATI STATE

Marketing Management, AAB		
COURSE #	COURSE TITLE	CREDITS
FYE 1XX	First Year Experience Elective	1
MAT XXX	Mathematics Elective	3
ENG 101	English Composition	3
IM 1XX	Computer Applications Elective	3
MKT 101	Principles of Marketing	3
ECO 105	Principles of Microeconomics	3
BUS 190	Professional Practices	1
COMM 1XX	Communication Elective	3
ENG 10X	English Composition Elective	3
MKT 130	Principles of Sales	3
ACC 101	Financial Accounting	3
MKT X9X	Cooperative Education Elective: Marketing	2
MGT 101	Principles of Management	3
MKT 205	Marketing Research and Consumer Behavior	3
MKT 250	Digital Marketing and Social Media	3
MGT 130	Project Management	3
XXX XXX	Business Elective	3
XXX XXX	Arts/Humanities Elective	3
MKT 215	Advertising and Public Relations	3
ACC 102	Managerial Accounting	3
XXX XXX	Business Elective	3
MKT X9X	Cooperative Education Elective: Marketing	2
Total Credits		60

### 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	Met with any Biblical Studies Course	0
3 credits in Philosophy, Biblical Studies, or Religion	Met with any Philosophy, Biblical Studies, or Religion Course	0
3 credits in English Written Communication	Met with ENG 101	3
3 credits in English Written Communication	Met with ENG 10X Elective	3
3 credits in English Oral Communication	Met with COMM 1XX	3
3 credits in Mathematics	Met with MAT XXX Elective	3
3 credits in Natural Science	Met with any Natural Science Course	0
3 credits in Social or Behavioral Science	Met with ECO 105	3
3 credits in Social or Behavioral Science	Met with any Social or Behavioral Science Course	0
3 credits in Arts and Humanities	Met with Arts/Humanities Elective	3
Total Required: 30		18

IWU Bachelor Completion Plan of Study:

B.S., Marketing - Marketing Analytics Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
MKG 421	Foundations of Marketing	3		
ECO 310	Economic Principles for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
FIN 315	Accounting and Financial Concepts of Business	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		
	Marketing Analytics Courses			
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)	12	MKT 101, ECO 105, BUS 190, MKT 130, ACC 101/102, MKTXXX	12
Total Core Credits		48		12

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require 120 credit hours

Associate Degree Credits:	60	
B.S. Core Credits Remaining:	36	
Gen. Ed. Credits Remaining	12	
Additional Credits Needed to Reach 120:	12	These may be taken at IWU or any regionally accredited institution.

\*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.

To Speak with an Enrollment Counselor Contact: Toll Free 866-498-4968  
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