

# Transfer Guide



<b>Ivy Tech Community College</b> <b>A.S. - Business Administration</b>	<b>To</b>	<b>INDIANA WESLEYAN UNIVERSITY (IWU)</b> <b>B.S., Marketing - Marketing Analytics Specialization</b>
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## 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: Ivy Tech Community College

A.S. - Business Administration		
COURSE #	COURSE TITLE	CREDITS
<b>BUSN 101</b>	Introduction to Business	3
<b>ENGL 111</b>	English Composition	3
<b>IVYT 111</b>	Student Success in University Transfer	1
<b>MATH 136</b>	College Algebra	3
<b>PSYC 101</b>	Introduction to Psychology	3
<b>XXXX XXX</b>	Scientific Ways of Knowing Elective (IWU Suggests 100+ Course)	3
<b>COMM 101</b>	Fundamentals of Public Speaking	3
<b>MATH 201</b>	Brief Calculus	3
<b>BOAT 207</b>	Integrated Microsoft Applications	3
<b>XXXX XXX</b>	Scientific Ways of Knowing Elective (IWU Suggests 100+ Course)	3
<b>BUSN 105 or MKTG 101</b>	Principles of Management or Principles of Marketing	3
<b>ACCT 101</b>	Financial Accounting	3
<b>BUSN 201</b>	Business Law	3
<b>BUSN 207</b>	International Business	3
<b>ECON 201</b>	Principles of Macroeconomics	3
<b>PHIL 102</b>	Introduction to Ethics	3
<b>ACCT 102</b>	Managerial Accounting	3
<b>BUSN 230</b>	Business Statistics	3
<b>BUSI 279</b>	School of Business Evaluation and Professional Development	2
<b>ECON 202</b>	Principles of Microeconomics	3
<b>BOAT 216</b>	Business Communications	3
<b>Total Credits</b>		<b>60</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	Met with PHIL 102	3
3 credits in English Written Communication	Met with ENGL 111	3
3 credits in English Written Communication	Any English Written Communication Course	
3 credits in English Oral Communication	Met with COMM 101	3
3 credits in Mathematics	Met with MATH 136	3
3 credits in Natural Science	Met with XXXX XXX (Scientific Ways, 100+)	3
3 credits in Social or Behavioral Science	Met with PSYC 101	3
3 credits in Social or Behavioral Science	Any Social or Behavioral Science Course	
3 credits in Arts and Humanities	Any Arts and Humanities Course	
<b>Total Required: 30</b>		<b>18</b>

## IWU Bachelor Completion Plan of Study:

IWU - BSMK - Marketing Analytics Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
<b>MKG 421</b>	Foundations of Marketing	3		
<b>ECO 310</b>	Economic Principles for Managers	3		
<b>MGT 445</b>	Ethical and Legal Business Concepts	3		
<b>FIN 315</b>	Accounting and Financial Concepts of Business	3		
<b>MKG 361</b>	Social Media and Consumer Behavior	3		
<b>MKG 350</b>	Information Technology for Marketers	3		
<b>STA 351</b>	Statistics for Marketers	3		
<b>ADM 435</b>	Management and Leadership Perspectives	3		
<b>MKG 450</b>	Foundations of Marketing Analytics	3		
<b>MKG 398</b>	Marketing Research	3		
<b>MKG 460</b>	Predictive Marketing Analytics	3		
<b>MKG 470</b>	Data Mining for Marketers	3		
<b>XXX XXX</b>	12 credits of Business-related electives (Business, Economics, Finance, Accounting, Administration, Management, and Marketing)	12	(Met with Completion of AS Core)	12
<b>Total</b>				
		<b>Total Core Credits</b>	<b>48</b>	<b>12</b>

## 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 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.

**To Speak with an Enrollment Counselor Contact:**

Toll Free 866-498-4968

[iwuenroll@indwes.edu](mailto:iwuenroll@indwes.edu)

[www.indwes.edu/bachelorcompletion](http://www.indwes.edu/bachelorcompletion)

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