



INDIANA WESLEYAN UNIVERSITY

Transfer Pathway

LORAIN COUNTY COMMUNITY COLLEGE

Business Administration - Marketing, AAB

To

INDIANA WESLEYAN UNIVERSITY (IWU)

B.S., Marketing - Digital Media Business Strategies
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: LORAIN COUNTY COMMUNITY COLLEGE

Business Administration - Marketing, AAB

COURSE #	COURSE TITLE	CREDITS
ACTG 151	Accounting I - Financial	4
BADM 165	Legal Environment of Business	3
CISS 121	Microcomputer Applications I	3
ECNM 151	Principles of Macroeconomics	3
ENGL 161	College Composition I	3
SDEV 101	Introduction to LCCC Community	1
ACTG 152	Accounting II - Managerial	4
ECNM 152	Principles of Microeconomics	3
ENGL 162	College Composition II	3
MKRG 113	Principles of Selling	3
MTHM 158 or MTHM 168 or MTHM 171	Quantitative Reasoning or Statistics or College Algebra	3
BADM 211 or CMMC 151	Business Communications or Oral Communication ¹	3
BADM 251	Principles of Management	3
MKRG 251	Principles of Marketing	3
PSYH 151 or SOCI	Introduction to Psychology or Introduction to Sociology	3
Elective	Science Elective	3
MKRG 221	Consumer Behavior	3
MKRG 247	Services Marketing	3
MKRG 255	Advertising & Promotion Management	3
MKRG 245 or MKRG 256 or MKRG 258	Social Media Marketing or Services Marketing or Advertising & Promotion Management	3
	¹ To meet general education oral communication requirement below, IWU suggests CMMC 151	
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 ENGL 161	3
3 credits in English Written Communication	Met with ENGL 162	3
3 credits in English Oral Communication	Met with CMMC 151	3
3 credits in Mathematics	Met with MTHM 158 or MTHM 168, or MTHM 171	3
3 credits in Natural Science	Met with Science Elective	3
3 credits in Social or Behavioral Science	Met with ECNM 151 or ECNM 152	3
3 credits in Social or Behavioral Science	Met with PSYH 151 or SOCI 151G	0
3 credits in Arts and Humanities	Met with any Arts and Humanities Course	0
Total Required: 30		18

IWU Bachelor Completion Plan of Study:

B.S., Marketing - Digital Media Business Strategies Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
MKG 421	Foundations of Marketing	3	MKRG 251?	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		
Digital Media Courses				
MKG 359	Social Media Business Strategies	3		
MKG 435	Digital Branding	3		
MKG 465	Digital Advertising	3		
MKG 358	Digital Promotions	3		
Business Electives				
XXX XXX	12 credits of Business-related electives (Business, Economics, Finance, Accounting, Administration, Management, and Marketing)	12	ACTG 151, BADM 165, ACTG 152, MKRG 113	12
Total Core Credits		48		15

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require 120 credit hours

Associate Degree Credits:	60	
B.S. Core Credits Remaining:	33	
Gen. Ed. Credits Remaining	12	
Additional Credits Needed to Reach 120:	15	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.

To Speak with an Enrollment Counselor Contact:

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www.indwes.edu/admissions/online/online-transfer