

Associate Degree Plan of Study: Marketing, AAS

Marketing, AAS		
COURSE #	COURSE TITLE	CREDITS
ENGL 1100	Composition I	3
STAT 1400	Statistical Concepts for Business	3
ACCT 1211	Financial Accounting	3
MKTG 1125	Introduction to Social Media	3
SCM 1100	Supply Chain Mgmt Principles	3
COLS 1100	First Year Experience Seminar	1
ECON 2200	Principles of Microeconomics	3
MKTG 1110	Marketing Principles	3
BOA 1102	Excel I	2
BOA 1104	Access	2
FMGT 2201	Corporate Finance	3
BMGT 2200	Management & Organizational Behavior	3
COMM 2200	Business Communication	3
MKTG 2400	Advertising and Promotion	3
MKTG 2200	Digital Marketing	3
MKTG 2550	Consumer Behavior	3
MKTG 2500	Intro to Marketing Analysis	3
MKTG 1230	Customer Service & Sales	3
MKTG 2299 or BMGT 2901	Marketing Capstone or Business Seminar/Practicum	3
HUM XXXX	HUM 1100, HUM 1160, HUM 1270, or PHIL 1101 ¹	3
XXXX-XXXX	Technical Elective	3
XXXX-XXXX	Technical Elective	3
	¹ IWU suggests PHIL 1101	
Total Credits		62

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 PHIL 1101	3
3 credits in English Written Communication	Met with ENGL 1100	3
3 credits in English Written Communication	Met with any English Written Communication Course	0
3 credits in English Oral Communication	Met with COMM 2200	3
3 credits in Mathematics	Met with STAT 1400	3
3 credits in Natural Science	Met with any Natural Sciences Course	0
3 credits in Social or Behavioral Science	Met with ECON 2200	0
3 credits in Social or Behavioral Science	Met with any Social or Behavioral Science Course	0
3 credits in Arts and Humanities	Met with any Arts and Humanities Course	0
Total Required: 30		12

• 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. *

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
	Major Courses			
MKG 421	Foundations of Marketing	3		
ECO 310	Economic Principles for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
FIN 310	Financial Decisions for Managers	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	ACCT 1211, MKTG 1125, MKTG 1110, FMGT 2201	12
Total Core Credits		48		12

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees (120 cr hrs)

Associate Degree Credits:	62
B.S. Core Credits Remaining:	36
Gen. Ed. Credits Remaining	18
<i>Additional Credits Needed to Reach 120:</i>	<i>4</i>

To Speak with an Enrollment Counselor Contact:

Toll Free 866-498-4968

iwuenroll@indwes.edu

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