



INDIANA**TECH**

Let Indiana Tech help you take your associate degree to another level.

We make it easy to build upon your Ivy Tech associate degree to earn a bachelor's degree. Find out exactly which classes you need to take on the back of this information sheet.

Indiana Tech will help you financially as well. If you graduated from Ivy Tech after 2010 and have a minimum cumulative GPA of 2.5, you are eligible for the Ivy Tech Merit Scholarship, which will result in a 20 percent reduction in tuition.

USE THIS -----

Associate of Science in Business Administration

TO ACHIEVE THIS -----

Bachelor of Science in Business Administration - Marketing

Program Overview

Earning an associate degree in the business administration program at Ivy Tech Community College gives you an excellent start toward a bachelor's degree at Indiana Tech. Through a partnership between the two institutions, you can progress smoothly from one program to the next.

The Ivy Tech associate degree will prepare you for entry-level jobs in a marketing or retail firm. The bachelor's degree program at Indiana Tech allows you to build on your Ivy Tech associate degree with more advanced study of marketing. Almost all of your courses will be accepted for transfer credit and fulfill requirements toward a bachelor's degree in business administration with a concentration in marketing. The bachelor's degree prepares you for a career as a marketing executive in product management, brand management, advertising, and promotions.

TRANSFER CREDITS

THESE IVY TECH COURSES			FULFILL	THESE INDIANA TECH REQUIREMENTS		
Associate of Applied Science Degree in Business Administration				Bachelor of Science Degree in Business Administration – Marketing		
General Education						
COMM 101	Fundamentals of Public Speaking	3	COMM 1400	Public Communication (APP EL)		3
ECON 201	Principles of Macroeconomics	3	ECON 2200	Macroeconomics		3
ENGL 111	English Composition	3	ENG 1252	Argumentative Writing		3
IVYT 114	Student Success	1	APP EL	Approved Elective		1
HUMA EL	Humanities Elective	3	HUM EL	Humanities Elective		3
SCIN EL	Life/Physical Science Elective	3	SCI EL	Science Elective		3
MATH 123	Quantitative Reasoning	3	MA 1025	Mathematical Problem Solving (prof credit – MA 1020 Foundations of Mathematics II)		6
Professional – Technical						
ACCT 101	Financial Accounting	3	ACC 1010	Accounting Principles		3
ACCT 102	Managerial Accounting	3	ACC 2140	Managerial Accounting		3
BUSN 101	Introduction to Business	3	BA 1200	Foundations of Business (AAP EL)		3
BUSN 105	Principles of Management	3	BA 2010	Principles of Management		3
BUSN 201	Business Law	3	BA 3080	Ethical and Legal Decision-Making		3
BUSN 202	Human Resource Management	3	BA 2410	Human Resource Management		3
BUSN 204	Case Problems in Business	3	APP EL	Approved Elective		3
BUSI 279	School of Business Evaluation	2	APP EL	Approved Elective		2
MKTG 101	Principles of Marketing	3	BA 2500	Marketing		3
CINS 101	Introduction to Microcomputers	3	MIS 1300	Software Tools		3
Statewide Electives						
APP EL	Elective	3	APP EL	Approved Elective		3
APP EL	Electives	9		N/C		0
		60				54

IN ADDITION TO FULFILLING THE COURSE REQUIREMENTS ABOVE, YOU MUST COMPLETE THE FOLLOWING INDIANA TECH COURSES TO ACHIEVE A BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING:

ENG 1272	Analytical Writing	3	ENG 2322	Research Writing		3
HUM EL	Humanities Elective	3	HUM LIT	Humanities Literature Elective		3
MA 2025	Statistical Problem Solving	3	PSY 1700	Introduction to Psychology		3
ECON 2210	Microeconomics	3	BA 2020	Operations Management		3
BA 2200	Personal Finance	3	BA 2700	Organizational Behavior		3
BA 3090	Global Business and Leadership	3	BA 4910	Business Policy/Strategic Planning		3
FIN 3600	Corporate Finance	3	BA 2550	Personal Selling		3
BA 2800	E-Commerce	3	BA 3060	Integrated Marketing Communication		3
BA 3220	Digital Marketing and Analytics	3	BA 3300	Marketing Research & Decision Making		3
BA 3450	Customer Relationship Management	3	BA 3500	Advertising		3
BA 4800	Public Relations	3	SS 2720 or SS 2800	Group Dynamics or Introduction to Sociology		3

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