



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	ENG 2322	Research Writing		3
ECON 201	Principles of Macroeconomics	3	ECON 2200	Macroeconomics		3
ENGL 111	English Composition	3	ENG 1252	Argumentative Writing		3
HUM 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 1020 & 1025	Foundations of Mathematics II and Mathematical Problem-Solving		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		3
BUSN 105	Principles of Management	3	BA 2010	Principles of Management		3
BUSN 201	Business Law	3	BA 2850	Managing in the Legal Environment		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
MKTG 101	Principles of Marketing	3	BA 2500	Marketing		3
CINS 101/ BOAT 207	Introduction to Microcomputers/ Integrated Microsoft Apps	3	MIS 1300	Software Tools		3
Institutional Requirements						
IVYT 114	Student Success in Business	1	APP EL	Approved Elective		1
BUSI 279	School of Business Evaluation	2	APP EL	Approved Elective		2
Transfer Cluster						
APP EL	Electives	12	APP EL	Approved Electives		12
		60				63

**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:**

BA 2200	Personal Finance	3	SS 2720/2800	Group Dynamics/Introduction to Sociology		3
BA 2460	Exploring Entrepreneurship	3	ECON 2210	Microeconomics		3
BA 2550	Personal Selling	3	ENG 1272	Analytical Writing		3
BA 2700	Organizational Behavior	3	FIN 3600	Corporate Finance		3
BA 3200	Business Ethics	3	HUM EL	Humanities Elective		3
BA 3300	Marketing Research & Decision Making	3	HUM LIT	Humanities Literature Elective		3
BA 3500	Advertising	3	MA 2025	Statistical Problem Solving		3
BA 3550	International Marketing	3	PSY 1700	Introduction to Psychology		3
BA 4510	Retailing	3	APP EL	Approved Electives		3
BA 4910	Business Policy & Strategic Planning	3				27
		30				<b>120</b>