

# Transfer Guide



**CUYAHOGA COMMUNITY COLLEGE**

**A.A.B. - Marketing**

**To**

**INDIANA WESLEYAN UNIVERSITY (IWU)**

**B.S., Marketing - Marketing Analytics Specialization**

## 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: CUYAHOGA COMMUNITY COLLEGE

A.A.B. - Marketing		
COURSE #	COURSE TITLE	CREDITS
<b>BADM-1020</b>	Introduction to Business	3
<b>ECON-2000</b>	Principles of Microeconomics	3
<b>PHIL-1020</b>	Introduction to Logic	3
<b>BADM-2010 or BADM-201H</b>	Business Communications or Honors Business Communications	3
<b>ENG-1010 or ENG-101H</b>	College Composition I or Honors College Composition I	3
<b>MARK-1080</b>	Social Media Marketing	3
<b>MARK-2010</b>	Principles of Marketing	3
<b>BADM-1122</b>	Principles of Management and Organizational Behavior	3
<b>MATH-1XXX</b>	MATH-1000 level or higher	3
<b>ENG-1020 or ENG-102H</b>	College Composition II or Honors College Composition II	3
<b>ACCT-1311</b>	Financial Accounting	3
<b>ECON-2010</b>	Principles of Macroeconomics	3
<b>MARK-2261</b>	Salesmanship and Promotional Strategies	3
<b>MARK-2270</b>	Principles of Advertising	3
<b>COMM-1010 or COMM-101H</b>	Fundamentals of Speech Communication or Honors Speech Communication	3
<b>ACCT-1341</b>	Managerial Accounting	3
<b>BADM-2151</b>	Business Law	3
<b>MARK-2081</b>	Social Media Content Strategies and Analytics	4
<b>MARK-2090</b>	Digital Marketing Design	3
<b>PHIL-2060 or PHIL-2020</b>	Business Ethics or Ethics	3
	<b>Total Credits</b>	<b>61</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-1020, PHIL-2060, or PHIL-2020	3
3 credits in English Written Communication	Met with ENGL-1010 or ENGL-101H	3
3 credits in English Written Communication	Met with ENGL-1020 or ENGL-102H	3
3 credits in English Oral Communication	Met with COMM-1010 or COMM-101H	3
3 credits in Mathematics	Met with MATH-XXXX (MATH-1000 or higher)	3
3 credits in Natural Science	Any Natural Science Course	
3 credits in Social or Behavioral Science	Met with ECON-2010	3
3 credits in Social or Behavioral Science	Met with ECON-2000	3
3 credits in Arts and Humanities	Any Arts and Humanities Course	
<b>Total Required: 30</b>		<b>21</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	MARK-2010	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	BADM-1020, MARK-1080, BADM-1122, ACCT-1311, or MARK-1090	12
<b>Total</b>				
		<b>Total Core Credits</b>	<b>48</b>	<b>15</b>

## Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require **120** credit hours

**Associate Degree Credits:** 61

**B.S. Core Credits Remaining:** 33

**Gen. Ed. Credits Remaining:** 9

**Additional Credits Needed to Reach 120:** 17

*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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