



INDIANA WESLEYAN UNIVERSITY

Transfer Pathway

Terra State Community College	To	INDIANA WESLEYAN UNIVERSITY (IWU)
Marketing, AAB		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).

Associate Degree Plan of Study: Terra State Community College

Marketing, AAB		
COURSE #	COURSE TITLE	CREDITS
	Technical Concentration	
ACC 1200	Managerial Accounting	4
LAW 2420	Business Law	3
MGT 1100	Management & Organizational Behavior	3
MGT 2670	Business Ethics	3
MRT 1110	Principles of Selling	3
MRT 1140	Advertising	3
MRT 1301	Public Relations	3
MRT 2131	Retail Management	3
MRT 2600	Marketing Research	3
BUS 2900 or EBE 2980 and BUS 2980	Business Capstone or Cooperative Education Seminar and Business Cooperative work	3
	General Education and Related Courses	
ACC 1100	Financial Accounting	4
DLS 1090	Digital Literacy and Applications	3
ECO 2020	Microeconomics	3
English Composition	Choose One	3
ENG 1900	Technical Writing for Business and Industry	3
GEN 1000	First-Year Seminar	1
MRT 1010	Marketing	3
SPE 2200	Interpersonal Communication	3
Arts and Humanities	Choose One (HUM 1010 Critical Thinking is recommended)	3
Mathematics	Choose One:	3
Electives	Choose Three: OAD 2230, OAD 2240, OAD 2310, OAD 2330; or ECO 2010 <i>(IWU Recommends ECO 2010)</i>	3
Total Credits		63

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 ENG 1020, 1050 or 1060	3
3 credits in English Written Communication	Met with ENG 1900	3
3 credits in English Oral Communication	Met with SPE 2200	3
3 credits in Mathematics	Met with MTH Course	3
3 credits in Natural Science	Met with any Natural Science Course	0
3 credits in Social or Behavioral Science	Met with ECO 2020	3
3 credits in Social or Behavioral Science	Met with ECO 2010 <i>(See recommendation above)</i>	3
3 credits in Arts and Humanities	Met with Arts and Humanities Course	3
Total Required: 30		21

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		
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	Various from AAB	12
Total Core Credits		48		12

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require **120** credit hours

Associate Degree Credits:	63	
B.S. Core Credits Remaining:	36	
Gen. Ed. Credits Remaining	9	
Additional Credits Needed to Reach 120:	<u>12</u>	<i>These may be taken at IWU or any regionally accredited institution.</i>

*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:

Toll Free 866-498-4968

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