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## TWO DEGREES, ONE PATH

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### TRANSFER PATHWAY GUIDE 2024-2025

Associate in Arts to  
Bachelor of Science in Business Administration – Marketing

#### ***Overview***

Completion of the following curriculum will satisfy the requirements for the Associate in Arts (AA) degree at a Kentucky Community and Technical College System (KCTCS) institution and leads to the Bachelor of Science in Business Administration (BSBA) – Marketing Major degree at Northern Kentucky University (NKU).

#### ***Applying to the KCTCS2NKU Program***

Students can apply to participate in the pathway program by completing the online application on the NKU transfer webpage. Students must be enrolled in at least six credit hours at their KCTCS institution, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at their KCTCS institution.

#### ***Degree Requirements for KCTCS***

1) Completion of minimum 60 credit hours, 2) minimum cumulative GPA 2.0, 3) minimum of 15 credit hours earned at the institution awarding the degree, 4) cultural competence course, 5) demonstration of digital literacy, and 6) college success requirement.

#### ***Admission Requirements to NKU***

Students completing an associate degree with a cumulative GPA of 2.0 or higher will be accepted into NKU. The BSBA is a selective admission program. All BSBA students, including transfer students, enter as pre-majors prior to earning full admission to the major.

BSBA pre-majors must complete each of the six designated selective admission courses (ACC 200, ACC 201, BUS 230, ECO 100, ECO 101, and MKT 205, or approved KCTCS course equivalents) in the BSBA Business Core with a grade of C- or better and earn an overall NKU GPA of 2.50 or better or a minimum GPA of 2.50 in the six selective admissions courses to be admitted into any BSBA major. All transfer students must complete a minimum of 12 credit hours at NKU (in any combination of courses) in order

to establish an NKU GPA before applying for admission to the BSBA major. Students must meet prerequisites for each course.

This major can be completed face-to-face or online. If completed fully online, courses are offered in seven-week formats. Tuition for online accelerated programs differs from face-to-face tuition. Scholarship pricing is available to KCTCS students who choose to enroll in the fully online program. Visit our website for more information about the [Business Administration – Marketing Accelerated Online program](#).

### ***Degree Requirements for NKU***

To earn a bachelor's degree at NKU, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all prerequisites for courses and requirements for the major. All students successfully completing the BSBA major in Marketing automatically earn an interdisciplinary Minor in Business as part of their required course of study for the degree.

### ***General Transfer Information***

Students must complete the online application to NKU. There is no application fee for students who are transferring from a KCTCS institution.

**KCTCS Scholars Award:** Students who are KY residents transferring directly from a KCTCS institution with at least 36 hours from that institution and minimum GPA of 3.0, were never enrolled as a degree-seeking student at NKU, and will be enrolled in at least 12 credit hours both fall and spring semester are eligible for a limited number of \$2,500 annual scholarships (\$1,250 per fall and spring). Students must gain admission to NKU by June 15 for fall and November 1 for spring to be eligible for a possible scholarship. Online accelerated programs are not eligible for the KCTCS Scholars Award.

## KCTCS AA TO NKU BSBA IN MARKETING CHECKLIST

### Kentucky Community and Technical College System

#### Category 1: KCTCS General Education Core Requirements

KCTCS Course	Course or Category	Credits	NKU Course	Completed
ENG 101	Writing I (WC)	3	ENG 101	
ENG 102	Writing II (WC)	3	ENG 102	
TBS XXX	Oral Communication (OC)	3	TBD XXX	
TBS XXX	Arts & Humanities (AH) Heritage	3	TBD XXX	
TBS XXX	Arts & Humanities (AH) Humanities	3	TBD XXX	
ECO 201	Principles of Microeconomics (SB)	3	ECO 101	
ECO 202	Principles of Macroeconomics (SB)	3	ECO 100	
TBS XXX	Social & Behavioral Sciences (SB) (not ECO)	3	TBD XXX	
MAT 150 or MAT 161	College Algebra (QR) or Statistics and Algebra (QR)	3-5	(MAT 102 or MAT 103) + MAT 100T or MAT 101 + MAT 102	
MAT 165	Finite Mathematics and its Applications (QR)	3	MAT 114	
TBS XXX	Natural Science with lab (SL)	4	TBD XXX	
<b>Subtotal General Education Core Courses</b>		<b>34-36</b>		

TBS XXX means to be selected by KCTCS student.

TBD XXX means to be determined by NKU based on course selected.

For Social and Behavioral Sciences courses, two disciplines must be represented and different from those in the Arts and Humanities category.

A grade of A or B in MAT 150 equates to MAT 103 + MAT 100T. Grade of C or D in MAT 150 equates to MAT 102 + MAT 100T.

#### Category 2: KCTCS AA Requirements

KCTCS Course	Course or Category	Credits	NKU Course	Completed
TBS XXX	Arts & Humanities (AH), Social & Behavioral Sciences (SB), Oral Communication (OC), or Foreign Language	3	TBD XXX	
TBS XXX	Arts & Humanities (AH), Social & Behavioral Sciences (SB), Oral Communication (OC), or Foreign Language	3	TBD XXX	
<b>Subtotal AA Requirement Courses</b>		<b>6</b>		

### Category 3: KCTCS Electives

KCTCS Course	Course or Category	Credits	NKU Course	Completed
	Digital Literacy	0-3		
	First-Year Experience	0-3		
ACC 201	Financial Accounting	3	ACC 200	
ACC 202	Managerial Accounting	3	ACC 201	
BAS 267	Introduction to Business Law	3	BUS 230	
BAS 282	Principles of Marketing	3	MKT 205	
STA 220 or STA 251	Statistics or Applied Statistics	3	STA 205	
TBS XXX	Electives	0-6	TBD XXX	
	<b>Subtotal Elective Courses</b>	<b>19-21</b>		
	<b>TOTAL Associate Degree Hours</b>	<b>61</b>		

Students must take STA 220 or (MAT 151 or STA 151 or MAT 161) and STA 251 to satisfy the STA 205 requirement at NKU.

A course carrying the Cultural Competence status must also be completed as part of the AA and AS requirements. Approved Cultural Competence courses are listed in the catalog under Academic Services - [Cultural Competence Requirement](#).

## Northern Kentucky University

### Category 4: NKU Core Requirements for the BSBA

NKU Course	Course	Credits	KCTCS Course	Taken at KCTCS
ACC 200	Introductory Financial Accounting	3	ACC 201	x
ACC 201	Introductory Managerial Accounting	3	ACC 202	x
BIS 300	Management Information Systems	3		
BIS 380	Quantitative Analysis for Business	3		
BUS 230	Legal Environment	3	BAS 267	x
BUS 301	Business Professionalism/Career Prep	3		
BUS 330	Ethics: Managerial Decision Making	3		
ECO 100	Principles of Macroeconomics	3	ECO 202	x
ECO 101	Principles of Microeconomics	3	ECO 201	x
FIN 305	Principles of Finance	3		
MAT 114	Finite Mathematics	3	MAT 165	x
MGT 300	Behavior in Organizations: Understanding Organizational Life	3		
MGT 303	Foundations of International Business	3		

NKU Course	Course	Credits	KCTCS Course	Taken at KCTCS
MGT 305	Operations Management in Business	3	LOM 180	
MGT 490	Business Policy	3		
MKT 205	Principles of Marketing	3	BAS 282	x
STA 205	Statistical Methods	3	STA 220 or (MAT 151 or STA 151 or MAT 161) + STA 251	x
<b>Subtotal Core Credit Hours</b>		<b>51</b>		

Transfer students with an AA who earned a C- or better in ACC 201 are not required to complete ACC 200L

### Category 5: NKU Major Requirements for the BSBA in Marketing

NKU Course	Course	Credits	KCTCS Course	Taken at KCTCS
MKT 300	Marketing Tools	3	BAS 283	
MKT 308	Integrated Marketing Communications	3		
MKT 310	Selling Skills	3		
MKT 320	Applied Consumer Behavior	3		
MKT 388	Consumer Insights	3		
MKT 480	Strategic Marketing	3		
Select 2: MKT 307 MKT 333 MKT 365 MKT 370 MKT 394 MKT 396 MKT 488 MKT 499 SPB 305 SPB 335	Select two Marketing Electives: Shopper Marketing Global and Cultural Issues in Marketing Professional Selling Social and Digital Marketing Topics: Marketing Issues Internship: Marketing (0-3 credits) Advanced Marketing Research Independent Study: Marketing (1-3 credits) Sports Marketing and Events Research Event Planning and Management	6		
<b>Subtotal Management Credit Hours</b>		<b>24</b>		
<b>Subtotal Major Credit Hours at NKU</b>		<b>51</b>		
<b>Subtotal Major Credit Hours KCTCS</b>		<b>24</b>		
<b>Total Major Credit Hours</b>		<b>75</b>		

### Category 6: Additional Requirements at NKU

NKU Course	Course	Credits	KCTCS Course	Taken at KCTCS
<b>Subtotal Elective (300/400 level) Hours</b>		<b>8</b>		

NKU Course	Course	Credits	KCTCS Course	Taken at KCTCS
	<b>Total Baccalaureate Degree Credit Hours</b>	<b>120</b>		

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