



TWO DEGREES, ONE PATH

TRANSFER PATHWAY GUIDE 2025-2026

Associate of Science in Business Administration To
Bachelor of Science in Business Administration – Marketing

Overview

Completion of the following curriculum will satisfy the requirements for the Associate of Science (AS) in Business Administration degree at Ivy Tech Community College (ITCC) and leads to the Bachelor of Science in Business Administration (BSBA) – Marketing degree at Northern Kentucky University (NKU).

Applying to the IvyTech2NKU 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 Ivy Tech, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Ivy Tech.

Degree Requirements for Ivy Tech

To earn a degree at Ivy Tech a student must successfully complete the required number of credits for the degree, attain a minimum GPA of 2.0 in the required technical and general education courses, and complete at least 15 degree credits in the curriculum as a regular student of Ivy Tech.

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 ITCC 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 pre-requisites 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 Ivy Tech 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.

Ivy Tech Community College of Indiana

Students must complete the following courses for an AS in Business Administration.

Category 1: ITCC Indiana College Core Competencies

ITCC Course	Course or Category	Credits	NKU Course	Completed
ENGL 111	English Composition	3	ENG 101	
COMM 101	Fundamentals of Public Speaking	3	CMST 101	
MATH 136	College Algebra	3	(MAT 102 or MAT 103) + MAT 100T	
MATH 201	Brief Calculus	3	MAT 112	
TBS XXX	Scientific Ways of Knowing	3	TBD XXX	
TBS XXX	Scientific Ways of Knowing	3	TBD XXX	
PSYC 101	Introduction to Psychology	3	PSY 100	
PHIL 102	Introduction to Ethics	3	PHI 200	
ECON 201	Principles of Macroeconomics	3	ECO 100	
ECON 202	Principles of Microeconomics	3	ECO 101	
	Subtotal General Education Core	30		

Grade of A or B in MATH 136 equates to MAT 103 + MAT 100T. Grade of C or D in MATH 136 equates to MAT 102 + MAT 100T.

TBS XXX means to be selected by Ivy Tech student

TBD XXX means to be determined by NKU based on course selected at Ivy Tech

Category 2: ITCC Degree Requirements for the AS in Business Administration

ITCC Course	Course or Category	Credits	NKU Course	Completed
IVYT 111	Student Success in University Transfer	1	UNV 100T	
ACCT 101	Financial Accounting	3	ACC 200	
ACCT 102	Managerial Accounting	3	ACC 201	
BOAT 207	Integrated Microsoft Applications	3	BIS 101	
BOAT 216	Business Communication	3	ENG 340	
BUSI 279	School of Business Evaluation and Professional Development	2	BUS 200T	
BUSN 101	Introduction to Business	3	BUS 101	
BUSN 201	Business Law	3	BUS 230	
BUSN 207	International Business	3	ECO 305	
BUSN 230	Business Statistics	3	STA 205	
MKTG 101	Principles of Marketing	3	MKT 205	
	Total Associate Degree Credit Hours	60		

A grade of C- or better is required in ACCT 101, ACCT 102, BUSN 201, ECON 201, ECON 202, and MKTG 101.

Northern Kentucky University - Marketing, BSBA

Category 3: NKU Business Core Requirements for the BSBA

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
ACC 200	Introductory Financial Accounting	3	ACCT 101	x
ACC 201	Introductory Managerial Accounting	3	ACCT 102	x
BIS 300	Management Information Systems	3		
BIS 380	Quantitative Analysis for Business	3		
BUS 230	Legal Environment	3	BUSN 201	x
BUS 301	Business Professionalism/Career Prep	3		
BUS 330	Ethics: Managerial Decision Making	3		
ECO 100	Principles of Macroeconomics	3	ECON 201	x
ECO 101	Principles of Microeconomics	3	ECON 202	x
FIN 305	Principles of Finance	3		
MAT 114	Finite Mathematics	3		
MGT 300	Behavior in Organizations: Understanding Organizational Life	3		
MGT 303	Foundations of International Business	3		
MGT 305	Operations Management in Business	3		
MGT 490	Business Policy	3		
MKT 205	Principles of Marketing	3	MKTG 101	x
STA 205	Statistical Methods	3	BUSN 230	x
	Subtotal Business Core Credit Hours Taken at ITCC	24		
	Subtotal Business Core Credit Hours Taken at NKU	27		
	Total Credit Hours Required for the Business Core	51		

MAT 114 requires a math ACT score of 22 or a grade of C- or better in MATH 136 at Ivy Tech or MAT 102 at NKU.

Category 4: NKU Major Requirements for the BSBA - Marketing

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
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 3: MKT 300 MKT 307 MKT 333 MKT 365 MKT 370 MKT 394 MKT 396 MKT 488	Select three Marketing Electives: Marketing Tools 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	9		

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
MKT 499 SPB 305 SPB 335	Independent Study: Marketing (1-3 credits) Sports Marketing and Events Research Event Planning and Management			
	Subtotal Major Credit Hours	24		

Category 5: Additional Requirements at NKU

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
	Subtotal Elective (300/400 level) Hours	9		
	Total Baccalaureate Degree Credit Hours	123		

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