TRANSFER PATHWAY GUIDE
2023-2024

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

Overview
Completion

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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		

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	
	Subtotal Elective Courses	19-21		
	Total Associate Degree Hours	61		

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

Degree Requirement: One course must be selected from the KCTCS identified cultural competence course list in the KCTCS catalog.

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 200L	Financial Accounting Lab	1		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 Professio1 0288.89 93.72 13.44 re

NKU Course	Course	Credits	KCTCS Course	Taken at KCTCS
			MAT 161) + STA 251	
	Total Core Credit Hours	52		

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		
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 333
 MKT 365
 MKT 370