



**IVY TECH COMMUNITY COLLEGE
A.A.S. BUSINESS ADMINISTRATION
TO AMERICAN PUBLIC UNIVERSITY SYSTEM (APUS)
B.A. MARKETING
TRANSFER GUIDE**

APUS DEGREE REQUIREMENTS	ITCC COURSES	CREDITS APPLIED	CREDITS NEEDED AT APUS
General Education Requirements (30 Credits Required)		18	12
Communication: Writing, Oral, & Multimedia (COMM) (9 Credits Required)		3	6
COMM120: Information and Digital Literacy <i>(Required)</i>			3
ENGL110: Making Writing Relevant <i>(Required)</i>	ENGL 111 English Composition	3	
ENGL225: Business Writing <i>(Required)</i>			3
Arts & Humanities (ARHU) (6 Credits Required)		6	0
APUS General Education ARHU Course Choice	COMM 101 Fundamentals of Public Speaking (APUS COMM200)	3	
APUS General Education ARHU Course Choice	ITCC Humanities/Social & Behavioral Science Elective*	3	
History (HIST) (3 Credits Required)		0	3
APUS General Education HIST Course Choice			3
Civics, Political & Social Sciences (SSPS) (6 Credits Required)		3	3
ECON201: Microeconomics for Business OR ECON202: Macroeconomics for Business <i>(Required)</i>	Economics Elective* <i>(APUS recommends ECON201 or ECON202)</i>	3	
APUS General Education SSPS Course Choice			3
Mathematics and Applied Reasoning (MAAR) (3 Credits Required)		3	0
MATH110: College Algebra <i>(Required)</i>	ITCC Mathematics Elective* <i>(APUS recommends MATH 136 College Algebra)</i>	3	
Natural Sciences with Lab (NASC) (3 Credits Required)		3	0
APUS General Education NASC Course Choice	ITCC Life/Physical Science Elective*	3	
Electives (39 Credits Required)		30	9
Choose any additional courses to meet degree requirements**	IVTY 114 Student Success in Business	1	
	ACCT 102 Managerial Accounting (APUS ACCT101)	3	
	BUSN 105 Principles of Management (APUS MGMT310)	3	
	BUSN 202 Human Resource Management (APUS HRMT200)	3	
	BUSN 204 Case Problems in Business	3	
	BUSI 279 School of Business Evaluation and Professional Development	2	
	ITCC Computer Course Choice* (APUS ITCC200)	3	
	ITCC Statewide Electives*	12	

Major Requirements (36 Credits Required)		12	24
MGMT100: Principles of Supervision			3
ACCT105: Accounting for Non Accounting Majors	ACCT 101 Financial Accounting	3	
BUSN100: Basics of Business	BUSN 101 Introduction to Business	3	
BUSN235: Personal Finance			3
BUSN311: Law and Ethics in the Business Environment	BUSN 201 Business Law	3	
FINC300: Foundations of Financial Management			3
MATH120: Introduction to Statistics			3
MKTG201: Fundamentals of Marketing	MKTG 101 Principles of Marketing	3	
MKTG308: Social Media Marketing			3
MKTG400: Marketing Research			3
MKTG401: Marketing Strategy			3
MKTG420: Branding			3
General Concentration Requirements^ (12 Credits Required)		0	12
See catalog for course options			
Final Program Requirement (3 Credits Required)		0	3
MKTG495: Senior Seminar in Marketing	MUST BE TAKEN AS FINAL COURSE		3
120 Credits Needed for Graduation		60	60

^Credit mapped toward the General Concentration. Other available concentrations for this program: 1) Analytics, 2) Digital Marketing, 3) Internet/Web Technology, 4) Retail Management, and 5) Sales

**Credit variances in academic placement and credit award can occur based on student course selections and APUS' program requirements.*

***Any transferable course not used to fulfill General Education or Major/Concentration requirements may be taken. Please note remedial/developmental and vocational credit is not transferrable.*

Note: *In order to transfer courses to APUS, the student must earn a grade of "C" or better.*