



**IVY TECH COMMUNITY COLLEGE (ITCC)
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)		30	0
Communication: Writing, Oral, & Multimedia (COMM) (9 Credits Required)		9	0
COMM120: Information and Digital Literacy <i>(Required)</i>	<i>fulfilled by Gen Ed Block†</i>	3	
ENGL110: Making Writing Relevant <i>(Required)</i>	ENGL 111 - English Composition	3	
ENGL225: Business Writing <i>(Required)</i>	BOAT 216 - Business Communications	3	
Arts & Humanities (ARHU) (6 Credits Required)		6	0
APUS General Education ARHU Course Choice	PHIL 102 - Introduction to Ethics (PHIL200)	3	
APUS General Education ARHU Course Choice	COMM 101 - Fundamentals of Public Speaking (COMM200)	3	
History (HIST) (3 Credits Required)		3	0
APUS General Education HIST Course Choice	<i>fulfilled by Gen Ed Block†</i>	3	
Civics, Political & Social Sciences (SSPS) (6 Credits Required)		6	0
ECON201: Microeconomics for Business OR ECON202: Macroeconomics for Business <i>(Required)</i>	ECON 201 - Principles of Macroeconomics (APUS ECON202)	3	
APUS General Education SSPS Course Choice	ECON 202 - Principles of Microeconomics (APUS ECON201)	3	
Mathematics and Applied Reasoning (MAAR) (3 Credits Required)		3	0
MATH110: College Algebra <i>(Required)</i>	Quantitative Reasoning Option* <i>(APUS recommends MATH 136)</i>	3	
Natural Sciences with Lab (NASC) (3 Credits Required)		3	0
APUS General Education NASC Course Choice	Scientific Ways of Knowing Option*	3	
Credit used to fulfill General Education requirements†			
	<i>Quantitative Reasoning Option</i>	3	
	<i>Scientific Ways of Knowing Option</i>	3	

Electives (39 Credits Required)		15	24
Choose any additional courses to meet degree requirements**	PSYC 101 - Introduction to Psychology (APUS PSYC101)	3	
	IVYT 111 - Student Success in University Transfer	1	
	BUSI 279 - School of Business Evaluation and Professional Development	2	
	ACCT 102 - Managerial Accounting (APUS ACCT101)	3	
	BUSN 207 - International Business (APUS BUSN419)	3	
	BOAT 207 - Integrated Microsoft Applications (APUS ITCC200)	3	
Major Requirements (36 Credits Required)		15	21
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	BUSN 230 - Business Statistics	3	
MKTG201: Fundamentals of Marketing	Program Specific Core Option* (APUS recommends MKTG 101)	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

†Per APUS' General Education Block policy, students with a conferred Associate of Arts or Associate of Science degree from a regionally-accredited higher education institution will be awarded transfer credit for APUS' General Education requirements (excluding **Required**). As the amount of transfer credit may not exceed the sum of transferrable credit the student earned, the amount of transfer credit applicable to the Electives will be reduced by the sum of General Education Block credit awarded.

^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.