Associate of Arts in Pre-Business Administration at UC Clermont College to Bachelor of Science in Business Administration Marketing Major at the Haile/US Bank College of Business, Northern Kentucky University

Overview

Completion of the following curriculum will satisfy the requirements for the Associate of Arts (AA) in Pre-Business Administration degree at UC dermont College and leads to the Bachelor of Science in Business Administration (BSBA) Marketing Major degree at Northern Kentucky University (NKU).

Degree Requirements for UC Clermont

To earn a degree at UC Clermont, a student must complete a minimum of 60 credit hours, attain a minimum cumulative GPA of 2.0, and earn a minimum cumuuuuin

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 UC Clermont students who choose to enroll in the fully online program. Visit our website for more information about the <u>Business Administration Marketing</u> <u>Accelerated Online program</u>.

Degree Requirements for NKU

um 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.

PRFS1100	First Year Experience UC Clermont College	1	UNV 100T
ENGL 1001	English Composition	3	ENG 101
ENGL 2089	Intermediate Composition	3	ENG 102
COMM 2081	Business Communication	3	CMST 101
			(MAT 102 or
MATH 1021	College Algebra	3	MAT 103) +
			MAT 100T
ECON 1001	Introduction to Microeconomics	3	ECO 101
ECON 1002	Introduction to Macroeconomics	3	ECO 100
TBSXXX	Arts/Humanities1	3	TBD XXX
TBSXXX	Arts/Humanities2	3	TBD XXX
TBSXXX	Natural Science with Lab	4	TBD XXX
TBSXXX	Natural Science	3	TBD XXX
TBSXXX	Free Bective	3	TBD XXX
BANA 2081	Business Analytics I	3	STA 205

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:	Select two Marketing Electives:		
MKT 307	Shopper Marketing		
MKT 333	Global and Cultural Issues in Marketing		
MKT 365	Professional Selling		
MKT 370	Social and Digital Marketing		
MKT 394	Topics: Marketing Issues	6	
MKT 396	Internship: Marketing (0-3 credits)		
MKT 488	Advanced Marketing Research		
MKT 499	Independent Study: Marketing (1-3 credits)		
SPB 305	Sports Marketing and Events Research		
SPB 335	Event Planning and Management		

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