



# INDIANA TECH

**Associate Degree**  
**Business Administration**  
– Marketing

**Bachelor’s Degree**  
**Business Administration**  
– Marketing

**Program Overview**

Earning an associate degree in the business administration program at Ivy Tech Community College gives you an excellent start toward a bachelor’s degree at Indiana Tech. Through a partnership between the two institutions, you can progress smoothly from one program to the next.

The Ivy Tech associate degree will prepare you for entry-level jobs in a marketing or retail firm. The bachelor’s degree program at Indiana Tech allows you to build on your Ivy Tech associate degree with more advanced study of marketing. Almost all of your courses will be accepted for transfer credit and fulfill requirements toward a bachelor’s degree in business administration with a concentration in marketing.

The bachelor’s degree prepares you for a career as a marketing executive in product management, brand management, advertising, and promotions.

On the other side of this information sheet, you will see an overview of how your Ivy Tech credits will transfer into the Indiana Tech bachelor’s degree program.

For more information about Indiana Tech’s business administration programs, contact an admissions representative at a location near you.

**Locations**

**Elkhart**  
3333 Middlebury St.  
Elkhart, IN 46516  
574.296.7075

**Greenwood**  
65 Airport Parkway, Suite 100  
Greenwood, IN 46143  
317.807.0077

**Indianapolis**  
3500 Depauw Blvd., Pyramid 3010  
Indianapolis, IN 46268  
317.466.2121

**Mishawaka**  
4215 Edison Lakes Parkway Suite 150  
Mishawaka, IN 46545  
574.232.TECH

**Fishers**  
10765 Lantern Road  
Fishers, IN 46038  
317.863.3450

**Hammond**  
5209 Hohman Ave.  
Hammond, IN 46320  
219.937.1025

**Kendallville**  
1607 E. Dowling St.  
Kendallville, IN 46755  
888-349-0250 x254

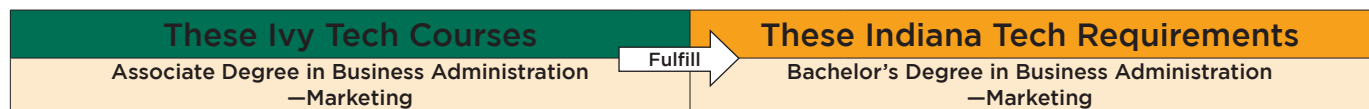
**Plainfield**  
6080 Clarks Creek Road  
Plainfield, IN 46168  
317.837.1490

**Fort Wayne (Main Campus)**  
1600 E. Washington Blvd.  
Fort Wayne, IN 46803  
260.422.5561

**Huntington**  
2809 Commercial Road  
Huntington, IN 46750  
260.359.TECH

**Merrillville**  
285 W. 80th Place  
Merrillville, IN 46410  
219.736.5557

**Warsaw**  
2180 North Pointe Dr.  
Warsaw, IN 46582  
574.268.9707



**General Education Core**

ENG 111	English Composition	3	ENG 1245	English Composition	3
MAT 115	Statistics or Higher	3	MA 2025	Statistical Problem-Solving	3*
ECN 201	Principles of Macroeconomics	3	SS 2200	Macroeconomics	3
COM 101	Fundamentals of Public Speaking	3	ENG 2320	Professional Communication	3
	Life or Physical Science Elective	3		Elective	3
	Humanities Elective	3		Humanities Elective	3
	Social/Behavioral Science Elective	3	N/A	N/A	N/A
IVY XXX	Life Skills Elective	1	N/A	N/A	N/A
	General Education Elective	3		Humanities Elective	3

**Professional/Technical Core**

ACC 101	Financial Accounting	3	ACC 1010	Accounting Principles	3
BUS 101	Introduction to Business	3	BA 1200	Foundations of Business	3
BUS 102	Business Law	3	BA 2850	Managing in a Legal Environment	3
BUS 105	Principles of Management	3	BA 2010	Principles of Management	3
CIS 101	Introduction to Microcomputers	3	MIS 1300	Software Tools	3
MKT 101	Principles of Marketing	3	BA 2500	Marketing	3

**Specialty Core**

BUS 204	Case Problems in Business	3		Elective	3
MKT 104	Promotions Management	3	BA 3500	Advertising	3
MKT 201	Introduction to Market Research	3	BA 3300	Marketing Research	3
MKT 220	Principles of Retailing	3		Elective	3

**Regionally Determined Courses**

BUS 227	Logistics Supply Chain Management	3		Elective	3
MKT 102	Principles of Selling	3	BA 2550	Personal Selling	3
MKT 204	Marketing Management	3		Elective	3

**Total Credits Earned 61**

**Total Credits Transferred 63**

\* Waive requirement for MA 1000 and MA 1025; 3 credits given for equivalent of those 2 courses.

**In addition to the courses above, the following Indiana Tech courses must be completed for the Bachelor of Science in Business Administration—Marketing:**

ACC 2140	Managerial Accounting	3	ENG 1255	Intermediate Composition	3
BA 2020	Operations Management	3	ENG 1255	Intermediate Composition	3
BA 2410	Human Resource Management	3	ENG 1265	Advanced English Composition	3
BA 2430	International Management	3	FIN 3600	Corporate Finance	3
BA 2700	Organizational Behavior	3	HUM 2000	Introduction to Humanities	3
BA 2800	E-Commerce	3	PSY 1700	Introduction to Psychology	3
BA 3200	Business Ethics	3	SS 2210	Microeconomics	3
BA 3550	International Marketing	3	SS 2720 or SS 2800	Group Dynamics or Introduction to Sociology	3
BA 4500	Purchasing	3			
BA 4910	Business Policy & Strategic Management	3		Approved Electives	6

**Total Credits 123**