



## 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

**Fort Wayne**

1600 E. Washington Blvd.  
Fort Wayne, IN 46803  
260.422.5561

**Huntington**

2809 Commercial Road  
Huntington, IN 46750  
260.359.TECH

**Munster**

9245 Calumet Ave., Suite 201  
Munster, IN 46321  
219.836.1910

**Elkhart**

3333 Middlebury St.  
Elkhart, IN 46516  
574.296.7075

**Indianapolis**

3500 DePauw Blvd. , Pyramid 3010  
Indianapolis, IN 46268  
317.466.2121

**New Albany**

2441 State St.  
New Albany, IN 47150  
812.944.1613

**Fishers**

10765 Lantern Road  
Fishers, IN 46038  
317.863.3450

**Kendallville**

1607 E. Dowling Street  
Kendallville, IN 46755  
888.349.0250 x.254

**Plainfield**

6080 Clarks Creek Road  
Plainfield, IN 46168  
317.837.1490

**Greenwood**

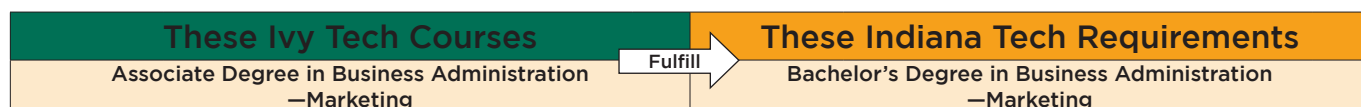
65 Airport Parkway, Suite 100  
Greenwood, IN 46143  
317.807.0077

**Mishawaka**

4215 Edison Lakes Pkwy., Suite 150  
Mishawaka, IN 46545  
574.232.8324

**Warsaw**

2180 North Point Drive  
Warsaw, IN 46582  
574.268.9707



**General Education Core**

COM 101	Fundamentals of Public Speaking	3	ENG 2320	Professional Communication	3
ECN 201	Principles of Macroeconomics	3	SS 2200	Macroeconomics	3
ENG 111	English Composition	3	ENG 1250	English Composition I	3
MATH 136	College Algebra	3	MA 1000 & MA 1025	Foundations of College Math and Mathematical Problem-Solving	6
BIOL 101 or SCIN 100	Intro to Biology or Earth Science	3	BIO 1000 or SCI 2000	Intro to Biology or Contemporary Issues in Science	3
	Humanities or Social Science Elective	3		Humanities Elective	3
IVY 1XX	Life Skills Elective	1	N/A	N/A	N/A

**Professional/Technical Core**

ACCT 101	Financial Accounting	3	ACC 1010	Accounting Principles	3
ACCT 102	Managerial Accounting	3	ACC 2140	Managerial Accounting	3
BUSN 101	Introduction to Business	3	BA 1200	Foundations of Business	3
BUSN 102	Business Law	3	BA 2850	Managing in a Legal Environment	3
BUSN 105	Principles of Management	3	BA 2010	Principles of Management	3
BUSN 120	Ethics & Social Responsibility	3	BA 3200	Business Ethics	3
BUSN 202	Human Resources Management	3	BA 2410	Human Resources Management	3
BUSN 204	Case Problems in Business	3		Elective	3
CISN 101	Introduction to Microcomputers	3	MIS 1300	Software Tools	3
MKTG 101	Principles of Marketing	3	BA 2500	Marketing	3

**Regionally Determined Courses**

BUSN 207	Intro to International Business	3	BA 2430	International Management	3
BUSN 208	Organizational Behavior	3	BA 2700	Organizational Behavior	3
BUSN 209	Intro to e-Business	3	BA 2800	E-Commerce	3
BUSN 210	Managerial Finance	3	FIN 3600	Corporate Finance	3

**Total Credits Earned 61**

**Total Credits Transferred 63**

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

BA 2020	Operations Management	3	HUM 2000	Introduction to Humanities	3
BA 2550	Personal Selling	3	MA 2025	Statistical Problem-Solving	3
BA 3300	Marketing Research	3	PSY 1700	Introduction to Psychology	3
BA 3500	Advertising	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		Humanities Elective (Literature)	3
BA 4910	Business Policy & Strategic Management	3		Approved Electives	18
ENG 1270	English Composition II	3			

**Total Credits 123**