



CU | ONLINE
CAMPBELLSVILLE UNIVERSITY

TRANSFER PATHWAY GUIDE

Associate in Arts to Bachelor of Science Business Administration-Marketing

- Main
- Regional
- Online

Overview

Completion of the following curriculum will satisfy the requirements for the Associates in Arts at the Kentucky Community and Technical College System and leads to the Bachelor of Science, Business Administration-Marketing at Campbellsville University.

KCTCS AA TO Campbellsville University Bachelor of Science, Business Administration-Marketing CHECKLIST

Kentucky Community and Technical College System

The following courses are recommended selections for the KCTCS AA to BSBA Marketing pathway; they meet requirements for CU General Education and are prerequisites for required courses in the Business Administration major.

- [ECO 221 - Macroeconomics](#) Credits: 3
- [MTH 111 - College Algebra](#) Credits: 3
- [CIS 100 - Computer Concepts and Applications](#) Credits: 3

Category 1: KCTCS AA General Education Core Requirements (33 hours)

KCTCS Course	Course or Category	Credits	CU Course	Completed
ENG 101 ENG 102	Written Communications	6	ENG 111 ENG 112	
COM 181 COM 252	Oral Communications	3	MAC 120 MAC 140	
HIS 101 HIS 102 HIS 108 HIS 109	Heritage	3	HST 231 HST 242 HST 110 HST 120	
ART 100 MUS 100 THA 101	Humanities	3	ART 110 MUS 125 TH 131	
MAT 146 MAT 150 MAT 170 STA 220	Quantitative Reasoning	3	MTH 110 MTH 111 MTH 123 MTH 130	
AST 101 PHY 171 CHE 140 GLY 101	Natural Science	3	PHY 132 PHY 141 CHE 100 GEO 211	
ECO 201 or ECO 202 or ECO 101 and PSY 110 or SOC 101	Social and Behavioral Sciences (2) <i>6 Hrs. counted towards CU gen ed requirement</i>	9	ECO 222 ECO 221 ECO 110 and PSY 111 SOC 110	
BIO 112/113 BIO 120/121 BIO 137/139	Natural Science/Quantitative Reasoning (1)	3	BIO 110/104 BIO 103/104 BIO 221	
	Subtotal General Education Core Courses	33		

Category 2: KCTCS AA Requirements (6 hours)

KCTCS Course	Course or Category	Credits	CU Course	Completed
ENG 161	Category 2 General Education course (Humanities, Heritage, Social/Behavioral Science, Language)	3	ENG 210	
REL 120 REL 121 PHI 100	Category 2 General Education course (Humanities, Heritage, Social/Behavioral Science, Language)	3	CHS 111 CHS 121 PHI 241	
	Subtotal AA Requirement Courses	6		

Category 3: KCTCS Electives (21 hours)

KCTCS Course	Course or Category	Credits	CU Course	Completed
CIT 105 Or OST 105	Intro to Computing (Digital Literacy Course)	3	*CIS 100	
FYE 100 Or FYE 105	First-Year College Success Course/Experience	0-3	Elective	
	<i>To get the most CU gen ed credit, complete two of the following REL 120, REL 121, PHI 100 from category 2.</i>	3		
	Free electives to reach 60 hours			
ACC 201 ACC 202 BAS/MKT 282 BAS/MGT 283 BA 314	Financial Accounting Managerial Accounting Principles of Marketing Principles of Management Human Resource Management	12-15	ACC 223 ACC 224 BA 301 BA 311 BAS 274	
	TOTAL Associate Degree Hours	60-63		

1 Natural Science course must include a laboratory experience.

2 Two disciplines must be represented and different from those in the Arts and Humanities category.

Degree Requirement: A course carrying the Cultural Competence status must also be completed as part of the AA requirements that will come in as an elective at CU.

Specific courses are listed for some general education categories to ensure they meet the general education requirements at CU. While there may be more options than what is listed for the KCTCS categories, the listed classes are the ones that fit into needed general education categories at CU and therefore would be the most beneficial to the student.

Campbellsville University Core Requirements BSBA-Marketing

CU Course	Course	Credits	KCTCS Course	Taken at KCTCS
ACC 223	Principles of Accounting I	3	ACC 201	
ACC 224	Principles of Accounting II	3	ACC 202	
BA 301	Marketing I	3	MKT 282	
BA 303	Business Law I	3		
BA 311	Principles of Management	3	MGT 283	
BA 324	Introduction to Finance	3		
BA 360	Principles of MIS	3		
BA 498	Business Capstone	3		
BIT 344	Business Analytics	3		
ECO 222	Microeconomics	3	ECO 201	
ECO 361	Social Statistics	3		
	Total Core Hours	33		

Campbellsville University BSBA-Marketing Emphasis

CU Course	Course or Category	Credits	KCTCS Course	Taken at KCTCS
BA 302	Marketing II	3		
BA 304	Business Law II	3		
BA 310	Consumer Behavior	3		
BA 312	Organizational Behavior	3		
BA 315	Sales Management	3		
BA 384	Business Ethics	3		
BA 402	Promotion Management	3		
BA 484	Digital Marketing	3		
BIT 340	Business Communication	3		
	Choose two of the following			
BA 314	Human Resource Management	6		
BA 422	Managerial Finance			
BA 399	International Business			
ECO 352	Money and Banking			
ECO 461	International Trade			
BA 480	Special Topics			
	Core and Emphasis Hours	66		

Campbellsville University BSBA Marketing – Summary

CU Course	Course or Category	Credits	KCTCS Course	Completed
	General Education	41		41
	BSBA – Management Core & Emphasis	66		12-15
	Free Electives	13		7
	TOTAL Degree Hours	120		60-63