



TRANSFER DEGREE PATHWAY GUIDE

Associate in Arts to Bachelor of Science in Business Admin. in Marketing

Overview

Completion of the following curriculum will satisfy the requirements for Associate in Arts at the Kentucky Community and Technical College System and leads to the Bachelor of Science in Business Admin. in Marketing at the University of Louisville.

Admission Requirements

Transfer applicants to the College of Business with 24 or more transferable credits from accredited institutions must have a 2.8 college GPA and have completed MATH 111 (or equivalent) with a D or higher.

Degree Requirements

The baccalaureate degree in arts is the undergraduate degree offered by the university. It is awarded to students who have completed both university-wide requirements and the requirements of the selected degree program. The following university-wide requirements apply to all baccalaureate degrees. The student must complete all Cardinal Core requirements, complete all required courses and program requirements listed in this form, have a cumulative GPA of at least a 2.00, or higher, complete 120 hours applicable to this program, and complete at least 60 hours at an accredited 4-year institution.

General Transfer Requirements

Please reference the following links for information about applying, scholarship, and speaking with an admission counselor.

- Application Process: <http://louisville.edu/admissions/apply/transfer/admissions>
- Scholarship: <http://louisville.edu/admissions/apply/transfer/cost-of-attendance/kctcs>
- Admissions Counselor: uofl.me/trf-appointment

All transfers students are required to meet with an academic advisor prior to registering for classes. During your advising appointment, your academic advisor will assess your transfer credit and provide a timeline to degree.

Associate of Art to Bachelor of Science in Business Admin. in Marketing
Kentucky Community and Technical College System

Category 1: KCTCS General Education Core Requirements (34 hours)

KCTCS Course	Course or Category	Credits	UofL Course	Completed
ENG 101	Written Communication I	3	ENGL 101	
ENG 102	Written Communication II	3	ENGL 102	
COM 181	Public Speaking	3	COMM 111	
ECO 201	Principles of Microeconomics	3	ECON 201	
ECO 202	Principles of Macroeconomics	3	ECON 202	
TBS XXX	Social Behavioral Science*	3	SB XXX	
HIS XXX	Recommend- HIS 101, 102, 108 or 109	3	HIST 101, 102, 211 or 212	
TBS XXX	Arts and Humanities Gen Ed*	3	TBD XXX	
TBS XXX	Science w/lab Gen Ed	4	TBD XXX	
MAT 150	College Algebra	3	MATH 111	
STA 220	Statistics**	3	MATH 109	
	Subtotal General Education Core Courses	34		

TBS XXX means to be selected by KCTCS student.

*One of these courses must be selected from the KCTCS identified Cultural Studies course list, indicate by placing (CS) next to the course name in Category 1 or 2 table.

** MAT 150 is the pre-requisite for STA 220

Category 2: KCTCS AA Requirements (6 hours)

KCTCS Course	Course or Category	Credits	UofL Course	Completed
PHI XXX	Ethics- PHI 130 or PHI 150	3	PHIL 321 or 225	
TBS XXX	A/H, S/B or FL Gen Ed-cultural studies	3	TBD XXX	
	Subtotal AA/AS Requirement Courses	6		

Category 3: KCTCS Electives (21 hours)

KCTCS Course	Course or Category	Credits	UofL Course	Completed
CIT 105	Digital Literacy or IC3 Fast Track Test*	0-3	Elective	
FYE 105	First-Year Experience	3	GEN 101	
ACC 201	Financial Accounting	3	ACCT 201	
ACC 202	Managerial Accounting	3	ACCT 202	
MAT 170	Brief Calculus with Applications	3	MATH 180	
BAS 267	Intro to Business Law	3	CLAW 301	
TBS XXX	Any College Level Course	3	Elective	
	Subtotal Elective Courses	21		
	TOTAL Associate Degree Hours	61		

University of Louisville

Major Requirements for Bachelor of Science in Business Admin. in Marketing:

UofL Course	Course	Credits	KCTCS Course	Taken at KCTCS
BUS 201	Career Development	1		
BUS 301	Business Communication	3		
CIS 205	Information Systems in Organization	3		
CIS 305	Data Analysis for Decision-Making	3		
FIN 301	Corporate Finance	3		
MKT 301	Principles of Marketing	3		
MKT 350	Consumer Behavior	3		
MKT 360	Professional Relationship Selling	3		
MKT 441	Marketing Intell & Consumer Insights	3		
MKT 460	Integrative Marketing Strategy	3		
MGMT 301	Management & Org. Behavior	3		
MGMT 401	Operations Management	3		
TBD XXX*	Business/Non-Marketing Elective	6		
TBD XXX*	Marketing Elective	9		
TBD XXX*	General Elective	15	TBS XXX	
Subtotal UofL Credit Hours			64	
Total Baccalaureate Degree Credit Hours			125	

*TBD XXX to be determined with the conjuncture of the Academic Advising Unit

*Select one of the following:

UofL Course	Course	Credits	KCTCS Course	Taken at KCTCS
BSTA 301	Business Statistics	3		
CJ 326	Quantitative Analysis	3		
MATH 109	Elementary Statistics	3	STA 220	
PSYC 301	Statistics for Psychology	3		
SOC 301	Introduction to Social Statistics	3		

*Select one of the following:

UofL Course	Course	Credits	KCTCS Course	Taken at KCTCS
PHIL 222	Contemporary Moral Problems	3	PHI 140	
PHIL 225	Business Ethics	3	PHI 150	
PHIL 321	Ethics	3	PHI 130	
PHIL 323	Medical Ethics	3	PHI 110	

Updated: 2/20/2020