

Bachelor's Business Administration – Marketing Concentration to Bachelor of Arts in Business Administration - Marketing

This transfer guide shows the courses required for the Iowa Wesleyan BA in Business Administration – Marketing and how it will transfer to GSU for the BA in Business Administration – Marketing. The guides are to show how you how the credits that you have completed will apply to the degree and what courses you will have remaining.

I. Wesleyan Studies (34 Hours)

Rhetorical Foundations (9 hours)

- ENG 109 - College Composition (3) (Meets ENGL-1000)
- ENG 110 - College Research (3) (Meets ENGL-1010)
- COMM 147 - Intro to Public Speaking (3) (Meets COMM-1000)

Mathematics (4 hours)

- MATH 171 - Elementary Statistics (4) (Meets MATH-2100)

Science (4 hours)

Complete one from the approved list.

Humanities (6 hours)

Two different areas from the approved list.

Social and Behavioral Sciences (6 hours)

Two different areas from the approved list.

Other (2 hours)

- WS 147 - Tiger Perspectives (1) (Counts as Electives)
- WS 148 - Tiger Expeditions (1) (Counts as Electives)

Culture & Diversity (3 Hours)

Select one course from the approved list and depending on the course it will apply to GSU's Humanities/Fine Arts or Social Science requirements.

II. MAJOR CORE COURSES (43 hours)

- ECN 101 - Microeconomics (3) (Meets ECON-2301)
- ECN 102 - Macroeconomics (3) (Meets ECON-2302)
- ACTG 210 - Intro to Financial Acct (3) (Meets ACCT-2110)
- ACTG 211 - Managerial Accounting (3) (Meets ACCT-2111)
- BA 100 - Survey of Business (3)
- BA 150 - Microsoft Training: Word and Excel (2)
- BA 151 - Microsoft Training: PowerPoint and Access (2)
- BA 310 - Principles of Management (3) (Meets MGMT-2100)
- BA 320 - Principles of Marketing (3) (Meets MKTG-2100)
- BA 330 - Business Law (3) (Meets BLAW-2100)
- BA 340 - Corporate Financial Management (3)
- BA 350 - Business Information Systems (3) (Meets MIS-3101)
- BA 419 - Business Strategy (3)
- BA 398/498 - Field Experience – Internship (6) (Meets MKTG Selective)

III. SUPPORT COURSES (6 Hours)

PHIL 215 - Ethics for Life and Career (3) (Meets Humanities)
Complete one of the following: WS 300 (Social Science), WS 315 (Social Science), WS 380, ENGL 341 (Humanities)

IV. MARKETING CONCENTRATION (18 Hours)

BA 321 - Consumer Behavior (3) (Meets MKTG 3200)
BA 322 - Principles of Advertising (3)
BA 323 - Market Research (3) (MKTG 4300)
ECN 240 - Applied Statistics for Economics and Business (3) (Meets BUS-3700)
Choose 2: BA 324 (Meets MKTG 4500), BA 325, DMD 109, DMD 204, DMD 221 (6)

V. TO BE TAKEN AT GSU (34 Hours)*

Required Courses (34 hours)

MATH 2281 - Applied Calculus (4)
BLAW 3100 - Business Law II (3)
BUS 3200 - Business Communication (3)
MGMT 3099 - Business Ethics and Social Responsibility (3)
ECON 3404 - Managerial Economics (3)
FIN-3110 - Principles of Financial Management (3)
MGMT 3400 - Production and Operations Management (3)
MGMT 3500 - Organizational Behavior (3)
MGMT 4600 - Globalization of Business (3)
MGMT 4900 - Strategic Management (3)
FIN 3110 - Principles of Financial Management (3)

Minimum Required for BA in Business Administration - Marketing: 120 Hours

*** Must complete any required or selective courses not completed at Iowa Wesleyan.**

For Additional Information:

**Governors State University
College of Business
cob@govst.edu**

**Transfer Credit Evaluator at
<https://govst.transfer.degree/>**