Associate of Arts in Pre-Business Administration
at UC Clermont College to
Bachelor of Science in Business Administration Marketing Major
at the Haile/US Bank College of Business, Northern Kentucky University

Overview

Completion of the following curriculum will satisfy the requirements for the Associate of Arts (AA) in Pre-Business Administration degree at UC Clermont College and leads to the Bachelor of Science in Business Administration (BSBA) Marketing Major degree at Northern Kentucky University (NKU).

Degree Requirements for UC Clermont

To earn a degree at UC Clermont, a student must complete a minimum of 60 credit hours, attain a minimum cumulative GPA of 2.0, and earn a minimum of cumuuuuin

This major can be completed face-to-face or online. If completed fully online, courses are offered in seven-week formats. Tuition for online accelerated programs differs from face-to-face tuition. Scholarship pricing is available to UC Clermont students who choose to enroll in the fully online program. Visit our website for more information about the [Business Administration Marketing Accelerated Online program](#).

Degree Requirements for NKU

um of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all prerequisites for courses and requirements for the major. All students successfully completing the BSBA major in Marketing automatically earn an interdisciplinary Minor in Business as part of their required course of study for the degree.

PRFS 1100	First Year Experience UC Clermont College	1	UNV 100T	
ENGL 1001	English Composition	3	ENG 101	
ENGL 2089	Intermediate Composition	3	ENG 102	
COMM 2081	Business Communication	3	CMST 101	
MATH 1021	College Algebra	3	(MAT 102 or MAT 103) + MAT 100T	
ECON 1001	Introduction to Microeconomics	3	ECO 101	
ECON 1002	Introduction to Macroeconomics	3	ECO 100	
TBS XXX	Arts/Humanities 1	3	TBD XXX	
TBS XXX	Arts/Humanities 2	3	TBD XXX	
TBS XXX	Natural Science with Lab	4	TBD XXX	
TBS XXX	Natural Science	3	TBD XXX	
TBS XXX	Free Elective	3	TBD XXX	
BANA 2081	Business Analytics I	3	STA 205	

MKT 300	Marketing Tools	3		
MKT 308	Integrated Marketing Communications	3		
MKT 310	Selling Skills	3		
MKT 320	Applied Consumer Behavior	3		
MKT 388	Consumer Insights	3		
MKT 480	Strategic Marketing	3		

Select 2:
  MKT 307
  MKT 333
  MKT 365
  MKT 370
  MKT 394
  MKT 396
  MKT 488
  MKT 499
  SPB 305
  SPB 335
	Select two Marketing Electives:
	  Shopper Marketing
	  Global and Cultural Issues in Marketing
	  Professional Selling
	  Social and Digital Marketing
	  Topics: Marketing Issues
	  Internship: Marketing (0-3 credits)
	  Advanced Marketing Research
	  Independent Study: Marketing (1-3 credits)
	  Sports Marketing and Events Research
	  Event Planning and Management
		6		

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