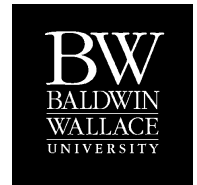




A2BW - Associate to Bachelor's Program

AA to BA in Marketing

2015-2016 Catalog



Suggested Sequence at Tri-C

** For the best A2BW fit, students should complete the following math course as part of the AA degree prior to transferring: **MATH 1470**

These courses should be selected as part of the AA: **ACCT 1310, ACCT 1340, BADM 1020, 11201, ECON 2610, 2620, IT 1010, MARK 2010, PHIL 2060** (AA with Business Emphasis strongly recommended)

First Semester		Credits
BADM 1020#	Intro to Business	3
ECON 2620#	Principles of Microeconomics	4
ENG 1010	College Composition I	3
PHIL 1020	Intro to Logic or Humanities elective	3
BIO 1050	Human Biology	3
		16

Third Semester		Credits
ACCT 1310#	Financial Accounting	4
ECON 2610#	Principles of Macroeconomics	4
PSY 1010	General Psychology	3
SPCH 1010	Speech Communications	3
		14

Second Semester		Credits
ENG 1020	College Composition II	3
MATH 1470**	Mod Math for Business/Social Sci I	4
PHIL 2060#	Business Ethics	3
Natural Science	Science w/lab	4
		14

Fourth Semester		Credits
ACCT 1340#	Managerial Accounting	4
Arts/Humanities	Arts/Humanities elective	3
BADM 1121#	Principles of Mgmt/Org Beh	4
MARK 2010#	Principles of Marketing	3
IT 1010#	Intro to Microcomputer App	3
		17

Associate of Arts Degree Awarded

Total hours: **61***

*A maximum of 62 credits transfers to BW for your AA degree.

Suggested Sequence at BW

Course sequence may change based on individual needs of the student, schedule type required, and completion of **MATH 1470** before transfer.

Fifth Semester		Credits
BUS 326	Legal Environment of Organizations	3
BUS 331 or 332	Service Marketing or B2B Marketing	3
BUS 358	Business Communications	3
CSC 141	Advanced Applications for Information Analysis	3
ECN 279	Elements of Statistics	4
		16

Sixth Semester		Credits
BUS 334 or 431	Salesmanship & Sales Mgmt or Supply Chain Management	3
BUS 365	Management Science	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
		15

Seventh Semester		Credits
BUS 336 or 436I	Brand Management or International Marketing	3
BUS 337 or 338	E-Marketing or Consumer Behavior	3
BUS 342	Corporate & Org. Finance	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
		15

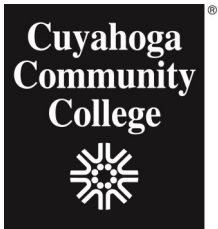
Eighth Semester		Credits
BUS 333	Advertising Management	3
BUS 451	Management Strategy and Policy	4
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major or elective	3
		16

Bachelor of Arts Degree Awarded

Total hours at Tri-C/BW: **124**

BW's Experiential Learning requirement may be incorporated into the major, minor, or elective courses, summer internships, study abroad, or approved individual experiences.

Additional information on back



A2BW - Associate to Bachelor's Program AA to BA in Marketing



The A2BW program awards maximum credit for an associate degree from Cuyahoga Community College, streamlining completion of a bachelor's degree from Baldwin Wallace University. A maximum of 62 credits transfers to BW from Tri-C for your AA degree, fulfilling most of the BW core requirements and guaranteeing junior status.

Disclaimer: Students should work with a BW academic advisor to identify a minor or second major, electives, and possible Experiential Learning options. A BW advisor also assists students with developing a graduation plan for **full or part time study**.

All students must complete:

- A minimum of 124 semester credits (combined Tri-C and BW)
- a minor or second major
- all residency requirements (45 credits for BW, plus major and minor residency)
- an Experiential Learning requirement (Ex: internship, field experience, study abroad, community service)

Learn More!

Talk with a BW Admission Counselor

440-826-8012

admission@bw.edu

www.bw.edu/A2BW