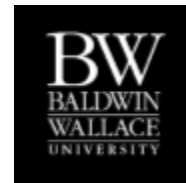


A2BW - Associate to Bachelor's Program

AA to BA in Marketing



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 1311, ACCT 1341, BADM 1020, 1122, ECON 2000, 2010, IT 1090, MARK 2010, PHIL 2060** and Honors options when available (AA with Business Emphasis strongly recommended)

^Tri-C equivalent course taken under SPCH will be accepted to meet this requirement.

OTM refers to the Ohio Transfer Module. Talk with a Tri-C counselor for more information.

First Semester		Credits
BADM 1020#	Intro to Business	3
BIO 1050	Human Biology	3
ECON 2000#	Principles of Microeconomics	3
ENG 1010	College Composition I	3
PHIL 1020	Intro to Logic or Humanities elective	3
		15

Second Semester		Credits
ENG 1020	College Composition II	3
General elective	Any elective	1-3
MATH 1470**	Mod Math for Business/Social Science I	4
Natural Science	OTM Science with lab	3-4
PHIL 2060#	Business Ethics	3
		14-17

Third Semester		Credits
ACCT 1311#	Financial Accounting	3
Arts/Humanities	OTM Arts/Humanities elective	3
COMM 1010^	Speech Communications	3
ECON 2010#	Principles of Macroeconomics	3
PSY 1010	General Psychology	3
		15

Fourth Semester		Credits
ACCT 1341#	Managerial Accounting	3
Arts/Humanities	OTM Arts/Humanities elective	3
BADM 1122#	Principles of Mgmt/Org Beh.	3
MARK 2010#	Principles of Marketing	3
IT 1090#	Intro to Microcomputer Applications	3
		15

Associate of Arts Degree Awarded Total hours: **60-62***

*A maximum of 60 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 358	Business Communications	3
CSC 141	Advanced Applications for Information Analysis	3
ECN 279	Elements of Statistics	4
MKT 331 or 332	Service Marketing or B2B Marketing	3
		16

Sixth Semester		Credits
BUS 365	Intro to Business Analytics	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
MKT 334 or 431	Salesmanship & Sales Mgmt or Supply Chain Management	3
		15

Seventh Semester		Credits
Elective	Minor, second major, or elective	3
Elective	Elective	3
FNC 342	Corporate & Org. Finance	3
MKT 336 or 436I	Brand Management or International Marketing	3
MKT 337 or 338	E-Marketing or Consumer Behavior	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	4
		14

Bachelor of Arts Degree Awarded Total hours at Tri-C/BW: **120**

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 60 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 120 semester credits (combined Tri-C and BW)
- A minor or second major
- All residency requirements (45 credits for BW, including major and minor residencies)
- An Experiential Learning requirement (Ex: internship, field experience, study abroad, community service)

Students have the opportunity to attend both institutions at the same time through dual enrollment or cross registration.

Dual Enrollment

For more information about dual enrollment, visit: <https://www.bw.edu/undergraduate-admission/transfer/dual-admission/>

Or contact:

Joyce J. Cendroski
Director of First-Year Recruitment
Baldwin Wallace University
(440) 826-8004
jcendros@bw.edu

Patricia Sweeney
Counselor/Assistant Professor
Cuyahoga Community College
(216) 987-5159
patricia.sweeney@tri-c.edu

Learn More!

Talk with a BW Admission Counselor about the A2BW or for information about cross registration.

440-826-8012

admission@bw.edu

www.bw.edu/A2BW

This Transfer Pathway completes the Associate of Arts degree, which must total at least 60 semester credits and includes 36-40 credits of the Ohio Transfer Module (OTM), which are approved Tri-C general education requirements. OTM details can be found at <https://www.ohiohighered.org/transfer/transfermodule>