

MID-STATE TECHNICAL COLLEGE Digital Marketing, A.A.S.	To	INDIANA WESLEYAN UNIVERSITY (IWU) B.S., Marketing - Digital Media Business Strategies Specialization
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Your Bachelor Degree is Within Reach!

IWU will accept the transfer of your **ENTIRE** Associate Degree and ALL prior credits provided they meet the following criteria:

- ✓ Credits are from a regionally accredited institution
- ✓ A grade of "C" or higher was earned
- ✓ The courses were 100-level or higher (not pre-college, remedial, developmental, credits through testing or assessed learning)



Associate Degree Plan of Study:

DEGREE PROGRAM		
COURSE #	COURSE TITLE	CREDITS
10102101	intro to Business	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3
10104108	Adobe Visual Design	3
10801136	English Composition I	3
10104109	Adobe Video Design	3
10103124	Excel-Intermediate	1
10104105	Professional Selling	3
10104107	Social Media Marketing	3
10104121	Fundamentals of Marketing Communications	3
10804107 or 10804189 or 10804118	College Mathematics or Introductory Statistics or Intermediate Algebra with Applications	3
10102121 or 10101140	Finance and Budgeting or Accounting I	3
10801198 or 10801196	Speech or Oral/Interpersonal Communication	3
10104125	Promotion Management	4
10104174	Marketing Research	3
10104180	Internet and Mobile Marketing	3
10104160	Marketing Management	4
10809195	Economics	3
10152187	Web Site Development for Business	3
10809198 or 10809188	Intro to Psychology or Developmental Psychology	3
10809196 or 10809172 or 10809122	Intro to Sociology or Introduction to Diversity Studies or Intro to American Government	3
Total Credits		63

Turn Over

IWU Bachelor Completion Plan of Study:

IWU - BSMK - Digital Media Business Strategies Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT C COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
MKG 421	Foundations of Marketing	3		
ECO 310	Economic Principles for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
FIN 315	Accounting and Financial Concepts of Business	3		
MKG 361	Social Media and Consumer Behavior	3	10104107 Social Media Marketing	3
MKG 350	Information Technology for Marketers	3		
STA 351	Statistics for Marketers	3		
ADM 435	Management and Leadership Perspectives	3		
MKG 359	Social Media Business Strategies	3		
MKG 435	Digital Branding	3		
MKG 465	Digital Advertising	3		
MKG 358	Digital Promotions	3		
XXX XXX	12 credits of Business-related electives	12	10104102 Marketing Principles (3), 10104105 Professional Selling (3), 10104121 Fundamentals of Marketing Communications, 10104180 Internet and Mobile Marketing (3)	12
Total				
Total Core Credits		48		15

IWU General Education Requirements:

These may be taken at IWU or any regionally accredited institution.

IWU Gen. Ed. Requirements	May Be Satisfied By:	Credits Satisfied
3 credits in Biblical Studies	Any Biblical Studies Course	
3 credits in Philosophy, Biblical Studies, or Religion	Any Philosophy, Biblical Studies, or Religion Course	
3 credits in English Written Communication	Met with 10801136 English Composition I	3
3 credits in English Written Communication	Any English Written Communication Course	
3 credits in English Oral Communication	Met with 10801198 Speech or 10801196 Oral/Interpersonal Communication	3
3 credits in Mathematics	Met with 10804107 College Mathematics or 10804189 Introductory Statistics or 10804118 Intermediate Algebra with Applications	3
3 credits in Natural Science	Any Natural Science Course	
3 credits in Social or Behavioral Science	Met with 10809195 Economics or 10809196 Intro to Sociology or 10809172 Introduction to Diversity Studies or 10809122 Intro to American Government	3
3 credits in Social or Behavioral Science	Met with 10809198 Intro to Psychology or 10809188 Developmental Psychology	3
3 credits in Arts and Humanities	Any Arts and Humanities Course	
Total Required: 30		15

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require **120** credit hours

Associate Degree Credits: 63

B.S. Core Credits Remaining: 33

Gen. Ed. Credits Remaining: 15

Additional Credits Needed to Reach 120: 9

These may be taken at IWU or any regionally accredited institution.

*Transfer guides are produced as a service to associate degree students. Every effort is made to maintain up-to-date and accurate information; however, this information is subject to change. Such changes take precedence over the information on this guide. Students should work with their current advisor and an IWU advisor. Responsibility for complying with all applicable requirements ultimately rests with the student.

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www.indwes.edu/bachelorcompletion