

**William Rainey Harper College to Indiana Wesleyan University**  
**AAS - Business Administration, Marketing specialization to BS - Marketing**  
**Transfer Planning Guide**  
(124 total credits)

**STEP #1: Harper College AAS - Business Administration, Marketing specialization (61 cr)**

ACC101 Introduction to Financial Accounting	4 cr	CIS100 or CIS101	3 cr
ACC102 Introduction to Managerial Accounting	3 cr	ECO211 Microeconomics	3 cr
ACC211 Business Law I	3 cr	ECO212 Macroeconomics	3 cr
MGT111 Introduction to Business Organization	3 cr	ENG101 Composition	3 cr
MGT218 Introduction to Finance	3 cr	SPE101 Fund of Speech Communication	3 cr
MGT270 Principles of Management	3 cr	PSY101 Introduction to Psychology	3 cr
MKT245 Principles of Marketing	3 cr	PSY245 Industrial/Organizational Psychology	3 cr
MKT140 Principles of Professional Selling	3 cr	MGT150 or <i>Mathematics elective</i>	3 cr
MKT217 Advertising	3 cr	<i>Humanities elective</i>	3 cr
MKT247 or <i>Marketing elective</i>	3 cr		
MKT280 or MKT281	3 cr		

**STEP#2: Harper College, Indiana Wesleyan University, or other regionally-accredited college. (21-24 cr)**

In addition to the above courses the following requirements must be taken before graduating from IWU. These courses may be taken before, during or after IWU coursework. Do not take any of these courses until IWU has confirmed the course will satisfy that category's requirement.

<i>English/Speech/Communications elective</i>	3 cr	
<i>Fine Arts/Foreign Language elective</i>	3 cr	
<i>Philosophy/Ethics elective</i>	3 cr	
<i>Life or Physical Science elective</i>	3 cr	
<i>Biblical Literature elective</i>	3 cr	
<i>Math elective</i> <sup>1</sup>	0 - 3 cr	
<i>General electives</i>	3 - 6 cr	

<sup>1</sup> If the Mathematics elective was taken at Harper instead of MGT150 than no addition Math elective is required.

**STEP#3: Indiana Wesleyan University BS - Marketing (42 cr)**

ADM201 Principles of Self-Management	2 cr	MGT425 Issues in Ethics	3 cr
MGT302 Management and Leadership	3 cr	MKG357 Advertising and Promotion	3 cr
MGT421 Strategies in Marketing Management	3 cr	ADM372 Accounting for Managers	4 cr
MKG346 Consumer Behavior	3 cr	MKG353 Selling and Relationship Management	3 cr
MKG348 Service Marketing	3 cr	MGT460 International Issues in Business	3 cr
ECO330 Applied Microeconomics for Business	3 cr	MKG398 Marketing Research	3 cr
ADM448 Strategic Planning	3 cr	MKG496 Marketing Seminar	3 cr

Questions?

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[www.indwes.edu/bachelorcompletion](http://www.indwes.edu/bachelorcompletion)

*For details of all requirements, refer to each institution's Catalog.*

*For credits to transfer the student must have earned at least a "C" from courses at least 100-level or higher (not pre-college, remedial or developmental) and from a regionally-accredited college.*

*This is a general guide, not a final plan for every student. Student's transcripts must be reviewed before IWU can provide a final approval on what credits transfer.*

*William Rainey Harper College and Indiana Wesleyan University reserve the right to make changes to either the program or the courses identified in this Transfer Planning Guide without prior notification.*

October 14, 2012