



TWO DEGREES, ONE PATH

TRANSFER PATHWAY GUIDE 2024-2025

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 15 credit hours at the institution awarding the degree.

Admission Requirements to NKU

Students completing an associate degree with a cumulative GPA of 2.0 or higher will be accepted into NKU. The BSBA is a selective admission program. All BSBA students, including transfer students, enter as pre-majors prior to earning full admission to the major.

BSBA pre-majors must complete each of the six designated selective admission courses (ACC 200, ACC 201, BUS 230, ECO 100, ECO 101, and MKT 205, or approved UC Clermont course equivalents) in the BSBA Business Core with a grade of C- or better and earn an overall NKU GPA of 2.50 or better or a minimum GPA of 2.50 in the six selective admissions courses to be admitted into any BSBA major. All transfer students must complete a minimum of 12 credit hours at NKU (in any combination of courses) in order to establish an NKU GPA before applying for admission to the BSBA major. Students must meet pre-requisites for each course.

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

To earn a bachelor's degree at NKU, students must complete a minimum 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.

**UC CLERMONT COLLEGE AA IN PRE-BUSINESS ADMINISTRATION
NKU BSBA MARKETING MAJOR CHECKLIST**

UC Clermont College

Category 1: UC Clermont Requirements for the AA in Pre-Business Administration

UC Clermont Course	Course or Category	Credits	NKU Course	Completed
PRFS 1100	First Year Experience UC Clermont College	1	UNV 100T	
	Ohio Transfer 36 (General Education) Requirements			
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	
	Pre-Business Administration Requirements			
MGMT 1050	Introduction to Business	3	BUS 101	
ACCT 2081	Financial Accounting	3	ACC 200	
ACCT 2082	Managerial Accounting	3	ACC 201	
BLAW 2080	Legal Environment of Business	3	BUS 230	
IS 2080C	Digital Technologies for Business	3	BIS 101	
MKTG 2080	Introduction to Marketing	3	MKT 205	
PSYC 1001	Introduction to Psychology	3	PSY 100	
SOC 1001	Introduction to Sociology	3	SOC 100	
	Total Associate Degree Hours	62		

Grade of A or B in MATH 1021 equates to MAT 103 + MAT 100T. Grade of C or D in MATH 1021 equates to MAT 102 + MAT 100T.

TBS XXX means to be selected by UC Clermont student

TBD XXX means to be determined by NKU based on course selected at UC Clermont

Northern Kentucky University

Category 2: NKU Business Core Requirements for the BSBA

NKU Course	Course	Credits	UC Clermont Course	Taken at UC Clermont
ACC 200	Introductory Financial Accounting	3	ACCT 2081	x
ACC 201	Introductory Managerial Accounting	3	ACCT 2082	x
BIS 300	Management Information Systems	3		
BIS 380	Quantitative Analysis for Business	3		
BUS 230	Legal Environment	3	BLAW 2080	x
BUS 301	Business Professionalism/Career Prep	3		
BUS 330	Ethics: Managerial Decision Making	3		
ECO 100	Principles of Macroeconomics	3	ECON 1002	x
ECO 101	Principles of Microeconomics	3	ECON 1001	x
FIN 305	Principles of Finance	3		
MAT 114	Finite Mathematics	3	MATH 1029	
MGT 300	Behavior in Organizations: Understanding Organizational Life	3		
MGT 303	Foundations of International Business	3		
MGT 305	Operations Management in Business	3		
MGT 490	Business Policy	3		
MKT 205	Principles of Marketing	3	MKTG 2080	x
STA 205	Statistical Methods	3	BANA 2081	x
	Subtotal Business Core Credit Hours Taken at NKU	30		
	Subtotal Business Core Credit Hours Taken at UC Clermont	21		
	Total Credit Hours Required for the Business Core	51		

Category 3: NKU Major Requirements for the BSBA in Marketing

NKU Course	Course	Credits	UC Clermont Course	Taken at UC Clermont
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		
	Subtotal Major Credit Hours	24		

Category 4: Additional Requirements at NKU

NKU Course	Course	Credits	UC Clermont Course	Taken at UC Clermont
	Subtotal Elective (300/400 level) Hours	4		
	Total Baccalaureate Degree Credit Hours	120		

Updated April 2024