



**Bachelor of Science in Business Administration**  
**Marketing**

# TRINE UNIVERSITY

Transfer Overview	Credit Hours
Iowa Wesleyan University - BBA Marketing credits transferred	90
Trine BSBA Marketing remaining credits to complete	30
<b>Total Credits</b>	<b>120</b>

## Trine Bachelor of Science in Business Administration - Marketing - 120 Credit Hours

General Education Requirements - 39 Hours		Transfer Institution Information		
Communication - 12 hours		Credits	Iowa Wesleyan University	
			Credits	
ENG 143	College Composition	3	ENG 110 College Research	3
HUM 203	Humanities Seminar	3	ENG 109 College Composition (SUB)*	3
SP 203	Effective Speaking	3	COMM 147 Intro to Public Speaking	3
COM 213	Business Communication	3	BA/COM 255 Bus & Professional Com	3
<b>Humanities and Social Science - 9 hours</b>				
ECO 213	Microeconomics	3	ECN 101 Microeconomics	3
ECO 223	Macroeconomics	3	ECN 102 Macroeconomics	3
	Humanities Elective	3	Humanities	3
<b>Mathematics and Science - 12 hours</b>				
MA 113	College Algebra	3		
MA 173	Essential Calculus	3	MATH 231 Calculus I	4
MA 253	Statistics	3	MATH 171 Elementary Statistics	4
	Science Elective	3	Science	4
<b>Other - 6 hours</b>				
BA 213	Business Spreadsheets	3	BA 350 Business Information Systems	3
PSY 113	Principles of Psychoogy	3		3
<b>Business Core Requirements - 37 hours</b>				
UE 101 or UE 111**	University Experience	3	WS 147 Tiger Perspectives	1
AC 203	Accounting I	3	ACTG 210 Intro to Financial Accounting	3
AC 213	Accounting II	3	ACTG 211 Managerial Accounting	3
BA 123	Business Concepts	3	AB 100 Survey of Business	3
BA 201	Professional Development & Stategies	3		
BA 3113	Business Internship	3		
BA 453	Global Strategic Management	3		
FIN 303	Managerial Finance	3	BA 340 Corporate Financial Mgt	3
FIN 353	Personal Finance	3		
LAW 203	Business Law & Ethics	3	BA 330 Business Law	3
MGT 353	Designing Operations	3		
MGT 363	Organizational Behavior	3	BA 310 Principles of Management	3
MGT 483	Capstone	3		
MK 203	Marketing	3	BA 320 Principles of Marketing	3

Concentration Requirements - 30 hours				
MK 323	Integrated Marketing Communication	3	BA 322 Principles of Advertising	3
MK 363	Commerce & Consumer Behavior	3	BA 321 Consumer Behavior	3
MK 423	Professional Selling	3		
MK 433	Marketing Strategy	3	BA 324 Marketing Management	3
MK 363	Marketing Research	3	BA 323 Marketing Research	3
	MK 300 or above level electives	6	BA 325 Social Media	3
	Business Electives***	9	Complete with applicable course from undistributed credits.	9
Free Electives - 14 hours				
	Elective	14	Complete from undistributed credits. Total transfer credit not to exceed 90 credits.	
	<b>Total</b>	120	<b>Transfer Total</b>	<b>90</b>

\*HUM 203 Humanities Seminar has a residency requirement with no substitutions or transfers. This will be waived for Iowa Wesleyan University students who have successfully completed ENG 109 College Composition.

\*\*UE 111 is taken through TrineOnline

\*\*\*Business Elective: AC, BA, COM, ECO, ENT, FIN, GM, HC, HR, INF, LAW, LDR, MGT, MK, SM

Undistributed Credits	Credits
WS 148 Tiger Expeditions	1
BA 150 Microsoft: Word & Excel	2
BA 151 Microsoft: PowerPoint & Access	2
BA 382 Business Negotiation	3
BA 383 Business & Society	3
BA 419 Business Strategy	3
BA 398/498 Field Experience – Internship	6
WS 300 Global Issues, WS 315 Social Justice & Service, WS 380 Global Care, or ENG 341 World Literature	3
Humanities Electives	6
Social Science Electives	6
Culture & Diversity Electives	3
ECN 240 Applied Statistics for Economics & Business	3
DMD 109 Survey of Multimedia	3
DMD 204 Graphics Layout & Design I	3
DMD 221 Web Design & Programming	

#### Transfer Policy

1. An official college/university transcript sent or scores from the transferring college to Trine University.
2. A grade of "C" or higher was earned in the transferring course.
3. Credits are from a regionally accredited or DOE institution.
4. Courses are 100-level or higher (not pre-college, remedial, developmental, preparatory, or credits through testing or assessed learning).