



Transfer Single Articulation Pathways
A.S. in Business Administration → B.A. in Marketing

Year 3					
Fall Semester			Spring Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
ENG 201	English Composition II	3	MKTG 332	Consumer Behavior	3
FIN 305	Business Finance	3	MKTG 448	Marketing Management	3
MNGT 305	Principles of Management	3	MKTG 3/4XX	Marketing Elective (300/400 level)	3
XXXX 101	World Language 101	3	XXXX 102	World Language II	3
MKTG 305	Principles of Marketing	3		Natural Science w/Lab Core	4
Semester Credit Total		15	Semester Credit Total		16
USI Cumulative Credit Total		15	Cumulative Credit Total		31

Year 4					
Fall Semester			Spring Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
MKTG 471	International Marketing	3	MNGT 452	Policy Formulation and Implementation	3
MKTG 438	Marketing Research	3	MKTG 3/4XX	Marketing Elective (300/400 level)	3
MKTG 3/4XX	Marketing Elective (300/400 level)	3	MKTG 3/4XX	Marketing Elective (300/400 level)	3
XXX 203	World Language III	3	BCOM 401	Business Career Planning & Prof. Develop.	1
XXX 3/4XX	Elective at 300/400 level	3	XXXX 204	World Language IV	3
			KIN 192	Concepts in Wellness and Fitness	1
Semester Credit Total		15	Semester Credit Total		14
USI Cumulative Credit Total		46	Cumulative Credit Total		60

Notes: Student must meet USI graduation requirements: 120 credit hours; 39 credit at 300/400 level; 30 credit hours taken at USI; overall GPA of 2.0.