

# TRANSFER PATHWAY GUIDE

## 2023-2024

### Associate of Science in Business Administration at Sinclair College to a Bachelor of Science in Business Administration – Marketing at Northern Kentucky University

#### **Overview**

Completion of the following curriculum will satisfy the requirements for the Associate of Science (AS) in Business Administration degree at Sinclair College and leads to the Bachelor of Science in Business Administration (BSBA) – Marketing degree at Northern Kentucky University (NKU).

#### **Degree Requirements for Sinclair College**

To earn a degree at Sinclair College, a student must complete a minimum of 60 credit hours, attain a minimum cumulative GPA of 2.0, and earn a minimum of 20 credit hours at Sinclair College.

#### **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 Sinclair College 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 Sinclair College students who choose to enroll in the fully online program. Visit our website for more information about the [Business Administration – Marketing Accelerated Online program](#).

#### **Tuition and Scholarships**

For information on tuition and scholarships, please visit <https://nku.edu/admissions/adult/online.html>

#### **NKU Contact**

For more information, students should contact Kim McCoy, Assistant Director of Transfer Services, at [mccoyk8@nku.edu](mailto:mccoyk8@nku.edu).

***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.

## SINCLAIR COLLEGE AS IN BUSINESS ADMINISTRATION TO NKU BSBA – MARKETING CHECKLIST

### Sinclair College

#### Category 1: Sinclair Requirements for the AS in Business Administration

Sinclair Course	Course or Category	Credits	NKU Course	Completed
ACC 1210	Introduction to Financial Accounting	3	ACC 200	
ACC 1220	Introduction to Managerial Accounting	3	ACC 201	
BIS 1120	Introduction to Software Applications	3	BIS 101	
COM 2211	Effective Public Speaking	3	CMST 101	
ECO 2160	Principles of Macroeconomics	3	ECO 100	
ECO 2180	Principles of Microeconomics	3	ECO 101	
ENG 1101	English Composition I	3	ENG 101	
ENG 1131	Business Writing	3	ENG 340	
LAW 1101	Business Law	3	BUS 230	
MAN 1107	Foundations of Business	3	BUS 101	
MAN 2150	Management & Organizational Behavior	3	MGT 205	
MAT 2160	Calculus for Business & Economics	5	MAT 200T	
MAT 2170	Business Statistics I	4	STA 205	
MRK 2101	Principles of Marketing Management	3	MKT 205	
ENG 1201 or MAT 2180	English Composition II or Business Statistics II	3	ENG 102 STA 305	
TBS XXX	Ohio Transfer 36: Natural & Physical Sciences Elective	6	TBD XXX	
TBS XXX	Ohio Transfer 36: Social & Behavioral Sciences Elective	3	TBD XXX	
TBS XXX	Ohio Transfer 36: Arts & Humanities Elective	6	TBD XXX	
	<b>Total Associate Degree Hours</b>	<b>63</b>		

TBS XXX means to be selected by Sinclair College student.

TBD XXX means to be determined by NKU based on course selected at Sinclair College.

### Northern Kentucky University

#### Category 2: NKU Business Core Requirements for the BSBA

NKU Course	Course	Credits	Sinclair Course	Taken at Sinclair
ACC 200	Introductory Financial Accounting	3	ACC 1210	x
ACC 200L	Financial Accounting Lab	1		x
ACC 201	Introductory Managerial Accounting	3	ACC 1220	x
BIS 300	Management Information Systems	3		
BIS 380	Quantitative Analysis for Business	3		

NKU Course	Course	Credits	Sinclair Course	Taken at Sinclair
BUS 230	Legal Environment	3	LAW 1101	x
BUS 301	Business Professionalism/Career Prep	3		
BUS 330	Ethics: Managerial Decision Making	3		
ECO 100	Principles of Macroeconomics	3	ECO 2160	x
ECO 101	Principles of Microeconomics	3	ECO 2180	x
ECO 305	Foundations of International Business	3		
FIN 305	Principles of Finance	3		
MAT 114	Finite Mathematics	3	MAT 1460	
MGT 300	Behavior in Organizations: Understanding Organizational Life	3		
MGT 305	Operations Management in Business	3		
MGT 490	Business Policy	3		
MKT 205	Principles of Marketing	3	MRK 2101	x
STA 205	Statistical Methods	3	MAT 2170	x
	<b>Total NKU Major Credit Hours</b>	<b>52</b>		
	<b>Less Major Credit Hours from Sinclair</b>	<b>22</b>		
	<b>Subtotal Major Credit Hours at NKU</b>	<b>30</b>		

Transfer students with an AS in Business Administration who earned a C- or better in ACC 1210 at Sinclair College are not required to complete ACC 200L at NKU.

### Category 3: NKU Major Requirements for the BSBA – Marketing

NKU Course	Course	Credits	Sinclair Course	Taken at Sinclair
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 333 MKT 365 MKT 370 MKT 394 MKT 396 MKT 488 MKT 499 SPB 335	Select two Marketing Electives: 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) Event Planning and Management	6		
	<b>Total NKU Major Credit Hours</b>	<b>24</b>		
	<b>Less Major Credit Hours from Sinclair</b>	<b>0</b>		
	<b>Subtotal Major Credit Hours at NKU</b>	<b>24</b>		

**Category 4: Additional Requirements at NKU**

<b>NKU Course</b>	<b>Course</b>	<b>Credits</b>	<b>Sinclair Course</b>	<b>Taken at Sinclair</b>
	<b>Subtotal Elective (300/400 level) Hours</b>	<b>3</b>		
	<b>Total Baccalaureate Degree Credit Hours</b>	<b>120</b>		

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