



INDIANA WESLEYAN UNIVERSITY

Transfer Pathway

KASKASKIA COLLEGE

Business/Accounting, AA

To

INDIANA WESLEYAN UNIVERSITY (IWU)

B.S., Marketing - Digital Media Business Strategies
Specialization

Credit is granted for undergraduate course work with a satisfactory grade ("C" or above) in a 100-level or higher course, or for graduate course work with a satisfactory grade ("B" or above) in a 500-level course or higher, taken at a college or university that is accredited by an accrediting agency recognized by both the U.S. Department of Education (ED) and the Council for Higher Education Accreditation (CHEA). This transfer guide is for National & Global courses of study only and is not meant to be used for purposes for IWU-Marion.

Associate Degree Plan of Study: KASKASKIA COLLEGE

Business/Accounting, AA		
COURSE #	COURSE TITLE	CREDITS
ACCT-100	Accounting Principles	3
ACCT-201	Financial Accounting	4
BUSN-156	Business Technology Applications	4
ENGL-101	English Composition	3
ELECTIVE	Elective	4
ACCT-202	Managerial Accounting	3
ENGL-102	English Composition	3
PHLE-120	Ethics	3
ECON-205	Principles of Macroeconomics	3
HLTH-102	Human Health and Wellness	3
COMM-103	Fundamentals of Speech Communication	3
MATH-248	Business Statistics	4
ECON-206	Principles of Microeconomics	3
MATH-246	Calculus for Busn. & Social Science	4
ELECTIVE	IAI Approved Elective - Fine Arts	3
ELECTIVE	IAI Approved Elective - Humanities or Fine Arts	3
ELECTIVE	IAI Approved Elective - Life Science with Lab	4
ELECTIVE	IAI Approved Elective - Physical Science	3
ELECTIVE	IAI Approved Elective - Social Science	3
ELECTIVE	Personal Development Criterion II	1
Total Credits		64

IWU General Education Requirements

(May be taken at IWU or any regionally accredited institution).

IWU Gen. Ed. Requirements	May Be Satisfied By:	Credits Satisfied
3 credits in Biblical Studies	Met with any Biblical Studies Course	0
3 credits in Philosophy, Biblical Studies, or Religion	Met with PHLE-120	3
3 credits in English Written Communication	Met with ENGL-101	3
3 credits in English Written Communication	Met with ENGL-102	3
3 credits in English Oral Communication	Met with COMM-103	3
3 credits in Mathematics	Met with MATH-248 or MATH-246	3
3 credits in Natural Science	Met with Life Science with Lab or Physical Science Elective	3
3 credits in Social or Behavioral Science	Met with ECON-205	3
3 credits in Social or Behavioral Science	Met with ECON-206	3
3 credits in Arts and Humanities	Met with Fine Arts Elective	3
Total Required: 30		27

IWU Bachelor Completion Plan of Study:

B.S., Marketing - Digital Media Business Strategies Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
MKG 421	Foundations of Marketing	3		
ECO 310	Economic Principles for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
FIN 315	Accounting and Financial Concepts of Business	3		
MKG 361	Social Media and Consumer Behavior	3		
MKG 350	Information Technology for Marketers	3		
STA 351	Statistics for Marketers	3		
ADM 435	Management and Leadership Perspectives	3		
	Digital Media Courses			
MKG 359	Social Media Business Strategies	3		
MKG 435	Digital Branding	3		
MKG 465	Digital Advertising	3		
MKG 358	Digital Promotions	3		
	Business Electives			
XXX XXX	12 credits of Business-related electives (Business, Economics, Finance, Accounting)	12	ACCT-100 ACCT-201 BUSN-156 ACCT-202	3 3 3 3
Total Core Credits		48		12

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require 120 credit hours

Associate Degree Credits: 64

B.S. Core Credits Remaining: 36

Gen. Ed. Credits Remaining: 3

Additional Credits Needed to Reach 120: 17 These may be taken at IWU or any regionally accredited institution.

*Transfer pathways are produced as a service to associate degree students. Every effort is made to maintain up-to-date and accurate information; however, this information is subject to change. Such changes take precedence over the information on this guide. Students should work with their current advisor and an IWU advisor. Responsibility for complying with all applicable requirements ultimately rests with the student.

To Speak with an Enrollment Counselor Contact:

Toll Free 866-498-4968

IWU Catalog: 2024-2025

iwuenroll@indwes.edu

www.indwes.edu/admissions/online/online-transfer