



Associate of Applied Business in Marketing to Bachelor of Business Administration in Marketing



2024-2025 Catalog
Suggested Transfer Plan at Tri-C

First Semester		Credits	Second Semester		Credits
ENG 1010/101H	English Composition I/Honors (ENG141)	3	ENG 1020/102H	English Composition II/Honors (ENG142)	3
BADM 1020	Introduction to Business (MGT121)	3	MARK 1080	Social Media Marketing (OE100)	3
ECON 2000	Principles of Microeconomics (ECO222)	3	MARK 2010	Principles of Marketing (MKT151)	3
PHIL 1020	Introduction to Logic (PHI110)	3	BADM 1122	Principles of Management & Org. Behavior (MGT201)	3
BADM 2010/201H	Business Communications/ Honors (OE100)	3	MATH 1190	Algebraic and Quantitative Reasoning (or any OT36 Math course)	3
		15			15

Third Semester		Credits	Fourth Semester		Credits
ACCT 1311	Financial Accounting (ACC210)	3	ACCT 1341	Managerial Accounting (ACC228)	3
MARK 2261	Salesmanship and Promotional Strategies (MKT354)	3	BADM 2151	Business Law (LAW211)	3
MARK 2270	Principles of Advertising (MKT252)	3	MARK 2081	Social Media Content Strategies and Analytics (OE200)	4
ECON 2010	Principles of Macroeconomics (ECO221)	3	MARK 2090	Digital Marketing Design (OE200)	3
COMM1010/101H	Fundamentals of Speech Communications/ Honors (COM130)	3	PHIL 2020/2060	Ethics/ Business Ethics (OE200)	3
		15			16

Associate of Applied Business

Total Hours: 61

Suggested Pathway at Tiffin University:

Fifth Semester		Credits	Sixth Semester		Credits
MAT 273	Applied Statistics I	3	DEC 320	Connections	3
OE 200	200+ Level Open Elective	3	CST 285	Spreadsheet Applications and Data Analysis for Decision Making	3
DLT 111	Digital Literacy and Technology Readiness	3	MKT 253	Marketing Communications	3
MKT434	Digital Marketing Analytics	3	MGT 301	Organizational Behavior	3
		12			12

Seventh Semester		Credits	Eighth Sem.		Credits
FIN 301	Business Finance	3	DEC 400	Impact	3
MKT 352	Buyer Behavior	3	MKT 370	Digital Marketing	3
OE 200	200+ Level Open Elective	3	OE 200	200+ Level Open Elective	3
MKT 432	Social Media Marketing	3	MGT 495	Organizational Strategy	3
		12			12

Ninth Semester		Credits
NAT 130	Foundations of Healthy Living	3
MKT 470/491	Internship/ Marketing Research Project	3
MKT 402	Marketing Research	3
MKT 404	Global Marketing	3
		12

Associate of Applied Business in Marketing to Bachelor of Business Administration in Marketing

Bachelor of Business Administration in Marketing is awarded once the student has completed the AAB in Marketing, 48 hours from Tiffin, and the additional coursework listed above. A minimum of 120 credits must be earned.

A grade of "C: or better, or a "Pass" in a Pass/Fail transcribed course must be achieved to receive transient transfer credit.

This Transfer Pathway represents one example of how to complete the AAB and BBA degrees. Students should work closely with advisors at both institutions to discuss options. Students should work with a **Tiffin University** advisor to identify a (minor or a second major/etc.). A **Tiffin University** advisor can also assist students with developing a graduation plan for full- or part-time study.

***Course sequence may change based on the individual needs of the student and schedule type required.**

***How the courses transfer from Cuyahoga Community College to Tiffin University is indicated in parenthesis in each semester completed at Cuyahoga Community College.**

Benefits:

- Students can select the frequency of their courses and the delivery method at Tiffin as there are multiple options from which to choose.

All students must complete:

- A minimum of 120 semester hours (combined coursework from Tri-C and Tiffin University) completed.
- A minimum of 48 semester hours completed at a 4-year institution with 30 of these semester hours being completed with Tiffin University. All 300/400 level course work is to be completed at Tiffin University.

This information is provided by both institutions solely for convenience and expressly disclaims any liability which may otherwise be incurred. This is neither a contract nor an offer to make a contract. While every effort has been made to ensure the accuracy of the information, each institution reserves the right to make changes at any time with respect to course offerings, degree requirements, services provided, or any other subject addressed herein.