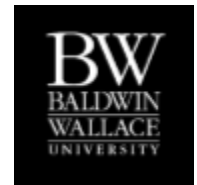


# A2BW - Associate to Bachelor's Program

## AA to BA in Marketing



### Suggested Sequence at Tri-C

\*\*For the best A2BW fit, students should complete the following math course as part of the AA degree prior to transferring: **MATH 1470**  
 # These courses should be selected as part of the AA: **ACCT 1310, 1340, BADM 1020, 1121, ECON 2610, 2620, IT 1090, MARK 2010, PHIL 2060** and Honors options when available (AA with Business Emphasis strongly recommended)  
 ^ Tri-C equivalent course taken under SPCH will be accepted to meet this requirement.

First Semester		Credits
BADM 1020#	Intro to Business	3
BIO 1050	Human Biology	3
ECON 2620#	Principles of Microeconomics	4
ENG 1010	College Composition I	3
PHIL 1020	Intro to Logic or Humanities elective	3
		<b>16</b>

Third Semester		Credits
ACCT 1310#	Financial Accounting	4
ECON 2610#	Principles of Macroeconomics	4
PSY 1010	General Psychology	3
COMM 1010^	Speech Communications	3
		<b>14</b>

Second Semester		Credits
ENG 1020	College Composition II	3
MATH 1470**	Mod Math for Business/Social Science I	4
Natural Science	Science with lab	3-4
PHIL 2060#	Business Ethics	3
		<b>13-14</b>

Fourth Semester		Credits
ACCT 1340#	Managerial Accounting	4
Arts/Humanities	Arts/Humanities elective	3
BADM 1121#	Principles of Mgmt/Org Beh.	4
MARK 2010#	Principles of Marketing	3
IT 1090#	Intro to Microcomputer Applications	3
		<b>17</b>

Associate of Arts Degree Awarded Total hours: **60-61\***  
 \*A maximum of 62 credits transfers to BW for your AA degree.

### Suggested Sequence at BW

Course sequence may change based on individual needs of the student, schedule type required, and completion of **MATH 1470** before transfer.

Fifth Semester		Credits
BUS 326	Legal Environment of Organizations	3
BUS 331 or 332	Service Marketing or B2B Marketing	3
BUS 358	Business Communications	3
CSC 141	Advanced Applications for Information Analysis	3
ECN 279	Elements of Statistics	4
		<b>16</b>

Sixth Semester		Credits
BUS 334 or 431	Salesmanship & Sales Mgmt or Supply Chain Management	3
BUS 365	Intro to Business Analytics	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
		<b>15</b>

Seventh Semester		Credits
BUS 336 or 436I	Brand Management or International Marketing	3
BUS 337 or 338	E-Marketing or Consumer Behavior	3
BUS 342	Corporate & Org. Finance	3
Elective	Minor, second major, or elective	3
Elective	Elective	3
		<b>15</b>

Eighth Semester		Credits
BUS 333	Advertising Management	3
BUS 451	Management Strategy and Policy	4
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
Elective	Minor, second major, or elective	3
		<b>16</b>

Bachelor of Arts Degree Awarded Total hours at Tri-C/BW: **124**

**BW's Experiential Learning** requirement may be incorporated into the major, minor, or elective courses, summer internships, study abroad, or approved individual experiences.

**Additional information on back**



## A2BW - Associate to Bachelor's Program AA to BA in Marketing



The A2BW program awards maximum credit for an associate degree from Cuyahoga Community College, streamlining completion of a bachelor's degree from Baldwin Wallace University. A maximum of 62 credits transfers to BW from Tri-C for your AA degree, fulfilling most of the BW core requirements and guaranteeing junior status.

**Disclaimer:** Students should work with a BW academic advisor to identify a minor or second major, electives, and possible Experiential Learning options. A BW advisor also assists students with developing a graduation plan for **full or part time study**.

### **All students must complete:**

- A minimum of 124 semester credits (combined Tri-C and BW)
- A minor or second major
- All residency requirements (45 credits for BW, plus major and minor residency)
- An Experiential Learning requirement (Ex: internship, field experience, study abroad, community service)

Students have the opportunity to attend both institutions at the same time through dual enrollment or cross registration.

### **Dual Enrollment**

For more information about dual enrollment, visit: <https://www.bw.edu/undergraduate-admission/transfer/dual-admission/>

Or contact:

**Joyce J. Cendroski**  
Director of First-Year Recruitment  
Baldwin Wallace University  
(440) 826-8004  
[jcendros@bw.edu](mailto:jcendros@bw.edu)

**Patricia Sweeney**  
Counselor/Assistant Professor  
Cuyahoga Community College  
(216) 987-5159  
[patricia.sweeney@tri-c.edu](mailto:patricia.sweeney@tri-c.edu)

### **Learn More!**

Talk with a BW Admission Counselor about the A2BW or for information about cross registration.

440-826-8012

[admission@bw.edu](mailto:admission@bw.edu)  
[www.bw.edu/A2BW](http://www.bw.edu/A2BW)