

Indiana University South Bend

Bachelor of Science in Business – Advertising Major (60 credit hours) 2016-2017

(For Ivy Tech Graduates Transferring with an Associate of Science in Business Administration)

Fifth Semester		16 cr.
Bus-F 151	Personal Finances of the College Student (minimum grade of C)	1 cr.
Bus-K 201	The Computer in Business (minimum grade of C)	3 cr.
Bus-D 300	International Business Admin (minimum grade of C)	3 cr.
Bus-M 301	Introduction to Marketing Management (minimum grade of C)	3 cr.
Bus-Z 302	Managing & Behavior in Organizations (minimum grade of C)	3 cr.
Math-M 118	Finite Mathematics (minimum grade of C)	3 cr.
Sixth Semester		16 cr.
Bus-F 301	Financial Management (minimum grade of C)	3 cr.
Bus-K 321	Management of Information Systems (minimum grade of C)	3 cr.
Bus-M 405	Consumer Behavior (minimum grade of C)	3 cr.
Bus-X 310	Business Career Planning & Placement (minimum grade of C)	1 cr.
Econ-E270	Intro to Statistical Theory in Economics and Business (minimum grade of C)	3 cr.
Xxxx	Non-Western Cultures or Diversity in U.S. Society Course	3 cr.
Seventh Semester		15 cr.
Bus-B 399	Business and Society (minimum grade of C)	3 cr.
Bus-M 303	Marketing Research (minimum grade of C)	3 cr.
Bus-M 415	Advertising and Integrated Marketing Communications (minimum grade of C)	3 cr.
Bus-P 301	Operations Management (minimum grade of C)	3 cr.
Bus Mxxx	Concentration Elective (minimum grade of C)	3 cr.
Eighth Semester		13 cr.
Bus-J 401	Administrative Policy (minimum grade of C)	3 cr.
Bus-M 418	Advertising Strategy (minimum grade of C)	3 cr.
Bus Mxxx	Concentration Elective (minimum grade of C)	3 cr.
Xxxx	Concentration Elective (minimum grade of C)	3 cr.
Xxxx	Free Elective	1 cr.

Indiana University South Bend Contact:

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