



## TRANSFER PATHWAY GUIDE 2024-2025

Associate in Art to Bachelor's in Integrated Strategic  
Communication (ISC)

### **Overview**

Completion of the following curriculum will satisfy the requirements for an Associate in Arts at KCTCS as well as UK Core requirements for the University of Kentucky for a bachelor's degree in Integrated Strategic Communication (ISC).

### **Admission Requirements**

The College of Communication and Information is a selective admission college and requires a 2.0 cumulative GPA. If the student elects to pursue a Bachelor's in Science in ISC or chooses Option B under the Bachelor of Arts, the foreign language courses will differ. Please consult a UK advisor in such an instance.

KCTCS students planning to transfer to the University of Kentucky should work closely with a UK Transfer Advisor each semester to ensure that both KCTCS and UK degree requirements are met.

### **Degree Requirements**

If the student elects to pursue a Bachelor of Science in ICT or chooses Option B under the Bachelor of Arts, the Foreign Language requirements will differ. Please consult a UK Advisor in such an instance.

### **General Transfer Requirements**

All prospective transfer students are encouraged to receive advising from the University of Kentucky Transfer Center. Appointments are offered online and in-person, and can be scheduled online at <https://www.uky.edu/admission/transfer-advising>.

Additionally, we recommend reviewing the transfer admission requirements (<https://www.uky.edu/admission/transfer-requirements>) and the Frequently Asked Questions (<https://www.uky.edu/admission/transfer/frequently-asked-questions>) on our website: <https://www.uky.edu/admission/transfer>.

For more information, please contact the UK Transfer Center by email at [UKTransfer@uky.edu](mailto:UKTransfer@uky.edu), by phone at 859-257-2000, or in-person in Room 100 of the Funkhouser Building on UK's campus.

**KCTCS ASSOCIATE IN ART TO UNIVERSITY OF KENTUCKY BACHELOR'S IN  
INTEGRATED STRATEGIC COMMUNICATION**

**Kentucky Community and Technical College System**

**Category 1: KCTCS General Education Core Requirements (33 hours)**

<b>KCTCS Course</b>	<b>Course or Category</b>	<b>Credits</b>	<b>UK Course</b>	<b>Completed</b>
ENG 101	Writing I (WC)	3	ENG 101	
ENG 102	Writing II (WC)	3	ENG 102	
TBS XXX	Oral Communication (OC)	3	TBD XXX	
TBS XXX	Heritage (AH)	3	TBD XXX	
TBS XXX	Humanities (AH)	3	TBD XXX	
PSY 110	General Psychology (SB)	3	PSY11--	
TBS XXX	Social and Behavioral Science (SB)	3	TBD XXX	
TBS XXX	Social and Behavioral Science (SB)	5	TBD XXX	
TBS XXX	Natural Science with Lab (NS)	3	TBD XXX	
TBS XXX	Quantitative Reasoning (QR)	3	TBD XXX	
STA 210U	Making Sense of Uncertainty (QR)	3	STA 210	
	<b>Subtotal General Education Core Courses</b>	<b>34</b>		

TBS XXX means to be selected by KCTCS student.

One of these courses must be selected from the KCTCS identified Cultural Studies course list, indicate by placing (CS) next to the course name in Category 1 or 2 table.

**Category 2: KCTCS AA Requirements (6 hours)**

<b>KCTCS Course</b>	<b>Course or Category</b>	<b>Credits</b>	<b>UK Course</b>	<b>Completed</b>
TBS XXX	Foreign Language I	4	TBD XXX	
TBS XXX	Foreign Language II	4	TBD XXX	
	<b>Subtotal AA/AS Requirement Courses</b>	<b>8</b>		

**Category 3: KCTCS Electives (21 hours)**

<b>KCTCS Course</b>	<b>Course or Category</b>	<b>Credits</b>	<b>UK Course</b>	<b>Completed</b>
TBS XXX	Digital Literacy	3	TBD XXX	
TBS XXX	First-Year Experience	3	TBD XXX	
TBS XXX	Foreign Language III	3	TBD XXX	
TBS XXX	Foreign Language IV	3	TBD XXX	
BAS 160	Introduction to Business	3	B&E 201	
BAS 282	Principles of Marketing	3	MKT 300	
TBS XXX	Elective	3	TBD XXX	
	<b>Subtotal Elective Courses</b>	<b>21</b>		
	<b>TOTAL Associate Degree Hours</b>	<b>63</b>		

## University of Kentucky

### Major Requirements for Bachelor' in Integrated Strategic Communication

UK Course	Course	Credits	KCTCS Course	Taken at KCTCS
PSY 100	Intro to Psychology	4	PSY 110	Yes
ISC 100	Introduction to Strategic Visual COM	3		
ISC 161	Intro to Integrated Strategic Comm	3		
ISC 261	Strategic Planning and Writing	3		
ISC 311	Ethical, Legal, Soc Issues	3		
ISC 321	Res Methods the ISC Professional	3		
ISC 325	Strategic Audience Insights	3		
ISC 361	Direct Response Targeting Media/database Mgmt.	3		
ISC 381 or 382	International Component Requirement	3		
ISC 3--	ISC Elective	3		
ISC 3--	ISC Elective	3		
ISC 3--	ISC Elective	3		
ISC 399	ISC Internship	3		
ISC 491	ISC Campaigns	3		
MKT 300	Marketing Management	3	BAS 282	
Minor Course		3		
Minor Course		3		
Minor Course		3		
Minor Course		3		
Minor Course		3		
<b>Subtotal UK Credit Hours</b>		57		
<b>Total Baccalaureate Degree Credit Hours</b>		120		

Updated: Fall 2024

Sample Course Sequence: KCTCS Associate in Art to UK Bachelor's in Integrated Strategic Communication

KCTCS Fall Semester 1	
ENG 101	3
First Year Experience	3
PSY 110	3
Quant. Reasoning	3
Foreign Language I	4
<b>Total</b>	<b>16</b>

KCTCS Spring Semester 1	
ENG 102	3
Digital Literacy	3
STA 201U	3
Oral Comm Course	3
Foreign Language II	4
<b>Total</b>	<b>16</b>

KCTCS Summer Semester 1	

KCTCS Fall Semester 2	
Natural Sci. w/ Lab	4
Heritage Course	3
Soc. & Behav. Sci.	3
BAS 160	3
Foreign Language III	3
<b>Total</b>	<b>14</b>

KCTCS Spring Semester 2	
Soc & Behav. Sci.	3
Gen. Ed Course	3
Foreign Language IV	3
Humanities	3
BAS 282	3
<b>Total</b>	<b>15</b>

KCTCS Summer Semester 2	

UK Fall Semester 3	
ISC 100	3
ISC 161	3
Minor Course	3
Minor Course	3
<b>Total</b>	<b>12</b>

UK Spring Semester 3	
ISC 261	3
MKT 300	3
Minor Course	3
Minor Course	3
<b>Total</b>	<b>12</b>

UK Summer Semester 3	

UK Fall Semester 4	
ISC 311	3
ISC 321	3
ISC 325	3
ISC Elective	3
<b>Total</b>	<b>12</b>

UK Spring Semester 4	
ISC 361	3
ISC 381 or 382	3
ISC Elective	3
ISC Elective	3
Minor Course	3
<b>Total</b>	<b>15</b>

UK Summer Semester 4	
ISC 399	3
ISC 491	3
<b>Total</b>	<b>6</b>