



TRANSFER PATHWAY GUIDE 2024-2025

Associate in Science to Bachelor of Business Administration in Marketing

Overview

Completion of the following curriculum will satisfy the requirements for an Associate in Science at the Kentucky Community and Technical College System and leads to the Bachelor of Business Administration in Marketing at the University of Kentucky.

Admission Requirements

The Gatton College of Business and Economics at the University of Kentucky is a selective admissions college and it requires a cumulative college-level GPA of 2.8 in addition to a 2.8 pre-major GPA. The pre-major GPA is comprised of the equivalent of CIS/WRD 110, CIS/WRD 111, MA 113 or MA 123 and MA 162, ACC 201, ACC 202, ECO 201, ECO 202, and AN 105.

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

Students can transfer a total of 67 credit hours from a two-year institution. Additionally, 30 of the final 36 credit hours earned toward a UK degree must be completed at UK. To graduate, students must maintain a 2.0 cumulative GPA and complete 120 total credit hours.

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, by phone at 859-257-2000, or in-person in Room 100 of the Funkhouser Building on UK's campus.

KCTCS ASSOCIATE IN SCIENCE TO UNIVERSITY OF KENTUCKY BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING CHECKLIST

Kentucky Community and Technical College System

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

| KCTCS Course | Course or Category | Credits | UK Course | Completed |
|--------------|--|-----------|-----------|-----------|
| 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 | |
| ECO 201 | Principles of Microeconomics (SB) | 3 | ECO 201 | |
| TBS XXX | Non-ECO Social and Behavioral Science (SB) | 3 | TBD XXX | |
| TBS XXX | Natural Science with Lab (NS and SL) | 4 | TBD XXX | |
| TBS XXX | Natural Science (NS) | 3 | TBD XXX | |
| MAT 150 | College Algebra (QR) | 3 | MA 109 | |
| MAT 170 | Brief Calculus with Applications (QR) | 3 | MA 123 | |
| | Subtotal General Education Core Courses | 34 | | |

TBS XXX means to be selected by KCTCS student.

TBD XXX means to be determined by University of Kentucky based on course selected.

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 AS Requirements (6 hours)

| KCTCS Course | Course or Category | Credits | UK Course | Completed |
|---------------|---|----------|-----------|-----------|
| STA296U/251 | Statistics | 3 | STA 296 | |
| MAT165/MA162U | Finite Mathematics and Its Applications | 3 | MA 162 | |
| | Subtotal AA/AS Requirement Courses | 6 | | |

Category 3: KCTCS Electives (21 hours)

| KCTCS Course | Course or Category | Credits | UK Course | Completed |
|--------------|-------------------------------------|-----------|-----------|-----------|
| OST 105 | Introduction to Information Systems | 0-3 | AN 105 | |
| | First-Year Experience | 0-3 | | |
| ECO 202 | Principles of Macroeconomics | 3 | ECO 202 | |
| ACC 201 | Financial Accounting | 3 | ACC 201 | |
| ACC 202 | Managerial Accounting | 3 | ACC 200 | |
| BAS 282 | Principles of Marketing | 3 | MKT 300 | |
| BAS 293 | Principles of Finance | 3 | FIN 300 | |
| | Subtotal Elective Courses | 21 | | |
| | TOTAL Associate Degree Hours | 61 | | |

University of Kentucky

Major Requirements for Bachelor of Business Administration in Marketing

| UK Course | Course | Credits | KCTCS Course | Taken at KCTCS |
|--|---|---------|--------------|----------------|
| AN 105 | Technology for Business Solutions* | 1 | OST 105 | |
| AN 300 | Analyzing Business Operations | 1 | | |
| CIS 300 | Strategic Business and Professional Communication | 3 | | |
| ECO 391 | Economic and Business Statistics | 3 | | |
| FIN 300 | Corporation Finance | 3 | BAS 293 | |
| MGT 301 | Business Management | 3 | | |
| MGT 340 | Ethical and Regulatory Environment | 3 | | |
| MKT 300 | Marketing Management* | 3 | BAS 282 | |
| MKT 310 | Consumer Behavior | 3 | | |
| MKT 340 | Introductory Marketing Research | 3 | | |
| MKT 450 | Marketing Strategy and Planning | 3 | | |
| MKT 3++ | Marketing Elective | 3 | | |
| MKT 3++ | Marketing Elective | 3 | | |
| MKT 3++ | Marketing Elective | 3 | | |
| TBS XXX | Elective | 3 | | |
| TBS XXX | Elective | 3 | | |
| TBS XXX | Elective | 3 | | |
| TBS XXX | Elective | 3 | | |
| TBS XXX | Elective | 3 | | |
| TBS XXX | Elective | 3 | | |
| Subtotal UK Credit Hours | | | 61 | |
| Total Baccalaureate Degree Credit Hours | | | 122 | |

Updated: Fall 2024

Sample Course Sequence: KCTCS Associate in Science to UK Bachelor of Business Administration in Marketing

| KCTCS Fall Semester 1 | |
|-----------------------|-----------|
| ENG 101 | 3 |
| First-Year Experience | 3 |
| Heritage | 3 |
| Natural Science | 3 |
| MAT 150 | 3 |
| | |
| Total | 15 |

| KCTCS Spring Semester 1 | |
|-------------------------|-----------|
| ENG 102 | 3 |
| Oral Comm. | 3 |
| ECO 201 | 3 |
| Nat. Science & Lab | 4 |
| MAT 170 | 3 |
| | |
| Total | 16 |

| KCTCS Summer Semester 1 | |
|-------------------------|--|
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| KCTCS Fall Semester 2 | |
|-----------------------|-----------|
| Soc. & Behav. Sci. | 3 |
| ECO 202 | 3 |
| ACC 201 | 3 |
| STA 296U/251 | 3 |
| OST 105 | 3 |
| | |
| Total | 15 |

| KCTCS Spring Semester 2 | |
|-------------------------|-----------|
| Humanities | 3 |
| ACC 202 | 3 |
| MAT 165 or MA162U | 3 |
| BAS 282 | 3 |
| BAS 293 | 3 |
| | |
| Total | 15 |

| KCTCS Summer Semester 2 | |
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| UK Fall Semester 3 | |
|--------------------|-----------|
| AN 105 | 1 |
| MKT 300 | 3 |
| MGT 301 | 3 |
| ECO 391 | 3 |
| FIN 300/Elective* | 3 |
| Elective | 3 |
| | |
| Total | 16 |

| UK Spring Semester 3 | |
|----------------------|-----------|
| MKT 310 | 3 |
| MKT 340 | 3 |
| MGT 340 | 3 |
| AN 300 | 3 |
| Elective | 3 |
| | |
| Total | 15 |

| UK Summer Semester 3 | |
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| UK Fall Semester 4 | |
|--------------------|-----------|
| CIS 300 | 3 |
| Marketing Elective | 3 |
| Marketing Elective | 3 |
| Elective | 3 |
| Elective | 3 |
| | |
| Total | 15 |

| UK Spring Semester 4 | |
|----------------------|-----------|
| MKT 450 | 3 |
| Marketing Elective | 3 |
| Elective | 3 |
| Elective | 3 |
| Elective | 3 |
| | |
| Total | 15 |

| UK Summer Semester 4 | |
|----------------------|--|
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