

# Goshen College — Ivy Tech Transfer Pathway

## Ivy Tech Associate's Degree to Goshen College Bachelor's Degree

Students who earn an associate's degree will have a *seamless pathway* to a Goshen College Bachelor's degree.



Ivy Tech associate's degree in marketing			Goshen College bachelor's degree in marketing		
<b>Semester 1 Ivy Tech courses</b>			<b>GC equivalent courses</b>		
BUSN 101	Introduction to Business	3		Elective	3
ENGL 111	English Composition	3	ENGL 105	Intro to College Writing	3
IVYT 111	Student Success in University Transfer	1		Elective	1
MATH 136	College Algebra	3		Quantitative Literacy	3
PSYC 101	Introduction to Psychology	3		Social World	3
	Scientific Ways of Knowing Elective	3		Natural World	3
Semester total: <b>16</b>			Semester total: <b>16</b>		
<b>Semester 2 Ivy Tech courses</b>			<b>GC equivalent courses</b>		
COMM 101	Fundamentals of Public Speaking	3	CORE 110	Academic Voice	3
MATH 201	Brief Calculus	3		Math Elective	3
BOAT 207	Integrated Microsoft Applications	3		Elective	3
	Scientific Ways of Knowing Elective	3		Science Elective	3
BUSN 105 or MKTG 101	Principles of Management or Principles of Marketing	3	BUSN 315 or BUSN 316	Principles of Management ( <i>elective</i> ) or Principles of Marketing	3
Semester total: <b>15</b>			Semester total: <b>15</b>		
<b>Semester 3 Ivy Tech courses</b>			<b>GC equivalent courses</b>		
ACCT 101	Financial Accounting	3	ACC 201	Principles of Financial Accounting	3
BUSN 201	Business Law	3	BUS 310	Business Law ( <i>elective</i> )	3
BUSN 207	International Business	3	BUS 350	International Business ( <i>SST Alt</i> )	3
ECON 201	Principles of Macroeconomics	3	ECON 204	Principles of Macroeconomics ( <i>elective</i> )	3
	Humanistic Ways of Knowing (PHIL 102)	3		Artistic World	3
Semester total: <b>15</b>			Semester total: <b>15</b>		
<b>Semester 4 Ivy Tech courses</b>			<b>GC equivalent courses</b>		
ACCT 102	Managerial Accounting	3	ACC 202	Principles of Managerial Accounting	3
BUSN 230	Business Statistics	3		Elective	3
BUSI 279	School of Business Evaluation & Professional Development	2		Elective	2
ECON 202	Principles of Microeconomics	3	ECON 203	Principles of Microeconomics ( <i>elective</i> )	3
BOAT 216	Business Communications	3	BUS 322	Organizational Communication ( <i>elective</i> )	3
Semester total: <b>14</b>			Semester total: <b>14</b>		
Ivy Tech total credits: <b>60</b>			Goshen College total transfer credits: <b>60</b>		

All courses with a grade of C or higher will transfer

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## Remaining course requirements at Goshen College

Core Requirements (12-16 credits)		
CORE 106	Culture and Community	3
	CORE 120, PX, or RW	3
	GC Seminar ( <i>recommended</i> )	3
CORE 300	*Global Issues	3
	**Foreign Language	4
Remaining Marketing Requirements (41 credits)		
ART 108	Digital Design	3
BUS 124	Adventures in Business	1
BUS 307	Career Planning	1
BUS 320	Marketing Research	3
BUS 336	Advertising	3
BUS 338	Sales	3
BUS 344	Digital Marketing	3
BUS 409	Business Internship	3
BUS 410	Business Capstone	3
COMM 202	Oral Communication	3
COMM 326	Creating for the Web	3
COMM 250	Writing for Media	3
COMM 270	Media, Law, & Ethics	3
COMM 324	Principles of Public Relations	3
COMM 240 or BUS 380	Communication Research or Business Analytics	3
Remaining electives (3-7 credits)		
	Elective classes	3-7

## Sample Goshen College schedule

This is a *tentative plan of study* following transfer from Ivy Tech with associate's degree. Please meet with an academic advisor to create an official plan.

GC Semester 1		
ART 108	Digital Design	3
BUS 124	Adventures in Business	1
BUS 307	Career Planning	1
BUS 338	Sales	3
CORE 106	Culture & Community	3
COMM 250	Writing for Media	3
		Semester total: <b>14</b>
GC Semester 2		
BUS 344	Digital Marketing	3
BUS 380	Business Analytics	3
	Elective ( <i>GC Seminar recommended</i> )	3
	Foreign Language ( <i>if needed</i> )	4
		Semester total: <b>13</b>
GC Semester 3		
BUS 336	Advertising	3
BUS 410	Business Capstone	3
COMM 324	Principles of Public Relations	3
COMM 202	Oral Communication	3
	CORE 120, PX, or RW	3
		Semester total: <b>15</b>
GC Semester 4		
BUS 320	Marketing Research	3
BUS 409	Business Internship	3
COMM 270	Media, Law, & Ethics	3
COMM 326	Creating for the Web	3
	Elective	3
		Semester total: <b>15</b>
GC May term		
CORE 300	*Global Issues	3
		Semester total: <b>3</b>
		Ivy Tech transfer credits: <b>60</b> Goshen College credits: <b>60</b>
<b>Total credit requirement for BA Degree: 120</b>		

\*Students interested in a semester abroad may talk to an advisor about scheduling options.

\*\*Foreign language competency required, not credit hours.