

Iowa Western Community College
Associate of Arts
Business Administration
Years 1 & 2

Degree Requirements	Cr
Semester 1	
ENG 105 Composition I	3
AA Math Requirement (MAT 121 suggested)	3-4
ACC 121 Principles of Accounting	3
BUS 102 Introduction to Business	3
CSC 110 Introduction to Computers	3
Semester 2	
ENG 106 Composition II	3
MAT 157 Statistics	4
ACC 122 Principles of Accounting II	3
BUS 185 Business Law I	3
Humanities elective	4
Semester 3	
SPC 112 Public Speaking	3
ECN 120 Principles of Macroeconomics	3
PHI 142 Ethics in Business	3
Distributed Requirement	3
Lab Science Requirement	4
Semester 4	
ECN 130 Principles of Microeconomics	3
Humanities Elective	3
Business Elective (MKT 110 suggested)	3
Social Science Elective	3
General Electives	6
Total Credits	64

Up to 75 credits may be applied towards graduation requirements from Iowa Western Community College. Course transfer information is available at:
<http://www.park.edu/registrar/documents/IowaWesternCCCourseEquivalency11.pdf>

Park University
Bachelor of Science
Business Administration/Marketing
Years 3 & 4

Liberal Education	Cr.
Writing Competency Test	P
EN306 Professional Writing in Discipline	3
Business Administration Core	
EC315 Intermediate Statistical Analysis	3
FI360 Financial Management	3
IB315 International Business Perspective	3
MG371 Management & Org Behavior	3
MG495 Business Policy	3
Marketing Core	
MK385 Consumer Behavior	3
MK411 Marketing Management	3
Choice of any 4 marketing electives: MK380 Advertising MK386 Retail Administration MK389 Professional Selling MK395 International Marketing MK401 Sales Management MK455 Promotional Policies/Strategies MK463 Marketing Internship MK491 Seminar in Marketing LG312 Transportation/ Distribution Systems AR218 Graphic Design Software AR318 Intro to Graphic Design	12
Free Electives (3 courses must be 300 level or higher)	20
Credits	56
Total Credits Required	120

2012-2013

BSBA in Marketing

This program is designed to provide students an in-depth understanding of the various marketing disciplines. The marketing major will provide students with the skills and knowledge necessary to find jobs in advertising, personal selling, marketing management, international marketing, retailing, marketing research and transportation among other careers. The curriculum is designed to cover trends in business and industry while considering professional ethics and social responsibility. Students with this major often move to graduate study in management, marketing or other business specialties

