

ADVERTISING

Southwestern Michigan College to
Indiana University South Bend Example Transfer Pathway

Transfer pathways make earning a degree easy and affordable. Complete the first two years of your bachelor's degree at SMC's low tuition rate, then transfer 100% of your classes to IUSB to finish earning your degree.

SOUTHWESTERN
MICHIGAN COLLEGE



1

SEMESTER

Principles of Accounting I
Small Business Management
Freshman English II
Intro to Computer Technology
Fundamentals of Public Speaking

2

SEMESTER

Principles of Accounting II
Principles of Management
Marketing
Statistics

3

SEMESTER

Business Law I
Personal Finance
Freshman English III
Microeconomics
Environmental Science

4

SEMESTER

Finite Mathematics with College Algebra
Macroeconomics
Business Communications
Intro to Non-Western Civilization



GRADUATE FROM SMC WITH AN ASSOCIATE IN APPLIED SCIENCE IN BUSINESS.



TRANSFER TO IUSB.

5

SEMESTER

Managing and Behavior in Organizations
The Computer in Business
Introduction to Marketing Management
Financial Management
Business Career Planning and Placement
Brief Survey of Calculus

6

SEMESTER

Business and Society
International Business: Operations of International Enterprises
Marketing Research
Management of Information Technology
Consumer Behavior

7

SEMESTER

Advertising and Integrated Marketing Communications
Concentration Elective
Operations Management
Concentration Elective
Free Elective

8

SEMESTER

Advertising Strategy
Concentration Elective
Non-Business Elective
Administrative Policy
Non-Business Elective



GRADUATE FROM IUSB WITH A BACHELOR OF SCIENCE IN BUSINESS (ADVERTISING).