### BACHELOR OF SCIENCE IN BUSINESS

**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.

#### 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

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

TRANSFER TO IUSB.

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#### 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

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

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Please note: The curriculum shown on this guide is an example only. Please consult an advisor to determine the proper course schedule for you.

Southwestern Michigan College is an equal opportunity institution. For the full statement visit swmich.edu/campus-services/safety.

Southwestern Michigan College is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. www.higherlearningcommission.org

August 2018