## Marketing

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
- International Business: Operations of International Enterprises
- Business Career Planning and Placement
- Brief Survey of Calculus

### 6 Semester
- Non-Business Elective
- Financial Management
- Marketing Research
- Management of Information Technology
- International Marketing

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### 7 Semester
- Consumer Behavior
- Marketing Elective
- Business and Society
- Non-Business Elective
- Operations Management

### 8 Semester
- Marketing Strategy
- Marketing Elective
- Non-Business Elective
- Administrative Policy
- Non-Business Elective

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