

TRANSFER PATHWAY GUIDE
2024-2025

Associate in Arts to

Scholarship pricing is available to GCTC students who choose to enroll in the fully online program. Visit our website for more information about the [Business Administration – Marketing Accelerated Online program](#).

To earn a bachelor's degree at NKU, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all prerequisites for courses and requirements for the major. All students successfully completing the BSBA major in Marketing automatically earn an interdisciplinary Minor in Business as part of their required course of study for the degree.

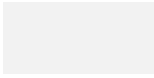
Students must complete the online application to NKU. There is no application fee for students who are transferring from GCTC.

KCTCS Scholars Award: Students who are KY residents transferring directly from a KCTCS institution with at least 36 hours from that institution and minimum GPA of 3.0, were never enrolled as a degree-seeker

GCTC AA TO NKU BSBA IN MARKETING CHECKLIST

Gateway Community and Technical College

Category 1: GCTC General Education Core Requirements



NKU Course	Course	Credits	GCTC Course	Taken at GCTC
MKT 394	Topics: Marketing Issues			
MKT 396	Internship: Marketing (0-3 credits)			
MKT 488	Advanced Marketing Research			
MKT 499	Independent Study: Marketing (1-3 credits)			
SPB 305	Sports Marketing and Events Research			
SPB 335	Event Planning and Management			
Subtotal Major Credit Hours at NKU		51		