



TRANSFER PATHWAY GUIDE

Associate in Science to Bachelor of Business Administration in Marketing

Overview

Completion of the following curriculum will satisfy the requirements for an Associate in Science at the Kentucky Community and Technical College System and leads to the Bachelor of Business Administration in Marketing at the University of Kentucky.

Admission Requirements

The Gatton College of Business and Economics at the University of Kentucky is a selective admissions college and it requires a cumulative college-level GPA of 2.8 in addition to a 2.8 pre-major GPA. The pre-major GPA is comprised of the equivalent of CIS/WRD 110, CIS/WRD 111, MA 113 or MA 123 and MA 162, ACC 201, ACC 202, ECO 201, ECO 202, and AN 105.

KCTCS students planning to transfer to the University of Kentucky should work closely with a UK Transfer Advisor each semester to ensure that both KCTCS and UK degree requirements are met.

Degree Requirements

To fulfill residency requirements, 30 of the final 36 credit hours earned toward a UK degree must be completed at UK. To graduate, students must maintain a 2.0 cumulative GPA and complete 120 total credit hours.

General Transfer Requirements

All prospective transfer students are encouraged to receive advising from the University of Kentucky Transfer Center. Appointments are offered online and in-person, and can be scheduled online at <https://www.uky.edu/admission/transfer-advising>.

Additionally, we recommend reviewing the transfer admission requirements (<https://www.uky.edu/admission/transfer-requirements>) and the Frequently Asked Questions (<https://www.uky.edu/admission/transfer/frequently-asked-questions>) on our website: <https://www.uky.edu/admission/transfer>.

For more information, please contact the UK Transfer Center by email at UKTransfer@uky.edu, by phone at 859-257-2000, or in-person in Room 100 of the Funkhouser Building on UK's campus.

KCTCS ASSOCIATE IN SCIENCE TO UNIVERSITY OF KENTUCKY BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING CHECKLIST

Kentucky Community and Technical College System

Category 1: KCTCS General Education Core Requirements (33 hours)

KCTCS Course	Course or Category	Credits	UK Course	Completed
ENG 101	Writing I (WC)	3	ENG 101	
ENG 102	Writing II (WC)	3	ENG 102	
TBS XXX	Oral Communication (OC)	3	TBD XXX	
TBS XXX	Heritage (AH)	3	TBD XXX	
TBS XXX	Humanities (AH)	3	TBD XXX	
ECO 201	Principles of Microeconomics (SB)	3	ECO 201	
TBS XXX	Non-ECO Social and Behavioral Science (SB)	3	TBD XXX	
TBS XXX	Natural Science with Lab (NS and SL)	4	TBD XXX	
TBS XXX	Natural Science (NS)	3	TBD XXX	
MAT 150	College Algebra (QR)	3	MA 109	
MAT 170	Brief Calculus with Applications (QR)	3	MA 123	
	Subtotal General Education Core Courses	34		

TBS XXX means to be selected by KCTCS student.

TBD XXX means to be determined by University of Kentucky based on course selected.

One of these courses must be selected from the KCTCS identified Cultural Competency course list, indicate by placing (CC) next to the course name in Category 1 or 2 table.

Category 2: KCTCS AS Requirements (6 hours)

KCTCS Course	Course or Category	Credits	UK Course	Completed
STA296U/251	Statistics	3	STA 296	
MAT165/MA162U	Finite Mathematics and Its Applications	3	MA 162	
	Subtotal AA/AS Requirement Courses	6		

Category 3: KCTCS Electives (21 hours)

KCTCS Course	Course or Category	Credits	UK Course	Completed
OST 105	Introduction to Information Systems	0-3	AN 105	
	First-Year Experience	0-3		
ECO 202	Principles of Macroeconomics	3	ECO 202	
ACC 201	Financial Accounting	3	ACC 201	
ACC 202	Managerial Accounting	3	ACC 200	
BAS 282	Principles of Marketing	3	MKT 300	
BAS 283	Principles of Management	3	MGT 301	
	Subtotal Elective Courses	21		
	TOTAL Associate Degree Hours	61		

University of Kentucky

Major Requirements for Bachelor of Business Administration in Marketing

UK Course	Course	Credits	KCTCS Course	Taken at KCTCS
AN 105	Technology for Business Solutions*	1	OST 105	
AN 300	Analyzing Business Operations	1		
CIS 300	Strategic Business and Professional Communication	3		
ECO 391	Economic and Business Statistics	3		
FIN 300	Corporation Finance	3	BAS 293	
MGT 301	Business Management	3	BAS 283	
MGT 340	Ethical and Regulatory Environment	3		
MKT 300	Marketing Management*	3	BAS 282	
MKT 310	Consumer Behavior	3		
MKT 340	Introductory Marketing Research	3		
MKT 450	Marketing Strategy and Planning	3		
MKT 3++	Marketing Elective	3		
MKT 3++	Marketing Elective	3		
MKT 3++	Marketing Elective	3		
TBS XXX	Elective	3		
TBS XXX	Elective	3		
TBS XXX	Elective	3		
TBS XXX	Elective	3		
TBS XXX	Elective	3		
TBS XXX	Elective	3		
Subtotal UK Credit Hours		61		
Total Baccalaureate Degree Credit Hours		122		

Updated: Fall 2026

Sample Course Sequence: KCTCS Associate in Science to UK Bachelor of Business Administration in Marketing

KCTCS Fall Semester 1	
ENG 101	3
First-Year Experience	3
Heritage	3
Natural Science	3
MAT 150	3
Total	15

KCTCS Spring Semester 1	
ENG 102	3
Oral Comm.	3
ECO 201	3
Nat. Science & Lab	4
MAT 170	3
Total	16

KCTCS Summer Semester 1	

KCTCS Fall Semester 2	
Soc. & Behav. Sci.	3
ECO 202	3
ACC 201	3
STA 296U/251	3
OST 105	3
Total	15

KCTCS Spring Semester 2	
Humanities	3
ACC 202	3
MAT 165 or MA162U	3
BAS 282	3
BAS 293	3
Total	15

KCTCS Summer Semester 2	

UK Fall Semester 3	
AN 105	1
MKT 300	3
MGT 301	3
ECO 391	3
FIN 300/Elective*	3
Elective	3
Total	16

UK Spring Semester 3	
MKT 310	3
MKT 340	3
MGT 340	3
AN 300	3
Elective	3
Total	15

UK Summer Semester 3	

UK Fall Semester 4	
CIS 300	3
Marketing Elective	3
Marketing Elective	3
Elective	3
Elective	3
Total	15

UK Spring Semester 4	
MKT 450	3
Marketing Elective	3
Elective	3
Elective	3
Elective	3
Total	15

UK Summer Semester 4	