



EKU Major: Bachelor Business Administration Date Created: 8/28/25

Option: Marketing

The equivalency information provided in this pathway is relative to the date created and not a guarantee of applicability. For the most updated information, work directly with EKU OATS.

KCTCS ASSOCIATE IN ART PATHWAY

AA General Education Requirements (34/33 hours)

Communication Block (9 hours)

		Cr	Term	EKU Eq.
Written Communication (6)	ENG 101: Writing I (3)	3	☐	ENG 101
	ENG 102: Writing II (3)	3	☐	ENG 102
Oral Communication (3)	Any Oral Communication Course	3	☐	TBD XXX

Arts & Humanities Block (6 hours)

Heritage (3)	Any Heritage Course	3	☐	TBD XXX
Humanities (3)	Any Humanities Course	3	☐	TBD XXX

Social & Behavioral Science Block (6 hours)

Social & Behavioral Sciences (6) *Two disciplines must be represented and different from Arts & Humanities	PSY 110: General Psychology (3) or SOC 101: Introduction To Sociology (3)	3	☐	PSY200/SOC131
	ECO 201: Principles of Microeconomics (3)	3	☐	ECO 230

Natural Science Block (3 hours)

Natural Sciences (3)	Any Natural Science Course	3	☐	TBD XXX
Natural Science Lab	Any Natural Science Lab Included above	1	☐	TBD XXX

Quantitative Reasoning Block (3 hours)

Quantitative Reasoning (3)	MAT 150: College Algebra (3) or MAT 170: Brief Calculus W/Applications (5)	3	☐	MAT114/MAT211
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AA General Education Certification (6 hours)

Social & Behavioral Sciences (3)	ECO 202: Principles of Macroeconomics (3)	3	☐	ECO 231
Nat Sci or Quant Rsng (3)	STA 220: Statistics (3) or STA 251: Applied Statistics (3)	3	☐	STA 215

Associate in Art Major Requirements (6/6 hours)

AA Major Component (6 hours)

Arts & Hum, Oral Comm, Soc & Behavior OR Foreign Language (6)	Any Humanities, Heritage, Social & Behavioral Science, Oral Communication or Foreign Language Course	3	☐	TBD XXX
	Any Humanities, Heritage, Social & Behavioral Science, Oral Communication or Foreign Language Course	3	☐	TBD XXX

Elective Courses (21/21 hours)

Digital Literacy (3)	CIT 105: Introduction to Computing (3)) or OST 105 or IMD 100	3	☐	INF 104
College Success Course (3)	FYE XXX	3	☐	GSD X100
Guided Electives (15+)	ACC 201* Financial Accounting	3	☐	ACC 201
	ACC 202* Managerial Accounting	3	☐	ACC 202
	BAS 160 Introduction To Business	3	☐	BUS 101
	BAS 267 Intro To Business Law	3	☐	BUS 204
	COM 205 Business and Professional Communication	3	☐	BUS 207
			☐	
			☐	

61/60 College Credit Hours

Advising Notes

"C" or better is required for ENG 102 for all business majors.

* Must take both ACC 201 & ACC 202 to get credit for BUS 209