TRANSFER PATHWAY GUIDE
2025-2026

KCTCS Associate of Arts to Midway University Bachelor of Science in Marketing Communications

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

Admission Requirements

For acceptance into the Marketing Communication program, the student must meet the following criteria:

1. Complete and submit the application online.
2. Arrange to have all official transcripts from all regionally-accredited post-secondary institutions attended sent to the Office of Admissions.
3. Minimum College GPA of 2.0.

Degree Requirements

Academic credit will be accepted and applied toward the specified degree program at Midway University as identified in the Course Articulation Matrix included in this agreement.

KCTCS AA TO MIDWAY UNIVERSITY BS IN Marketing Communications
CHECKLIST

Kentucky Community and Technical College System

Category 1: KCTCS General Education Core Requirements (33 hours) AA requirements linked.

KCTCS Course	Course or Category	Credits	Midway Course	Completed
ENG 101	Writing I	3	ENG 101	
ENG 102	Writing II	3	ENG 102	
COM 181 OR COM 252	Basic Public Speaking OR Interpersonal Communications	3	COM 205	
	(Heritage)	3	TBD XXX	
	(Humanities)	3	TBD XXX	
MAT 150	Contemporary College Math OR College Algebra OR Liberal Arts Math	3	MTH 141 OR MTH 140	
	(Natural Sciences with a lab)	3 (4)	TBD XXX	
	(Social and Behavioral Sciences)	3	TBD XXX	
	(Social and Behavioral Sciences)	3	TBD XXX	
	(Social and Behavioral Sciences)	3	TBD XXX	
	(Quantitative Reasoning OR Natural Sciences)	3	TBD XXX	

	Subtotal General Education Core Courses	**34**		

TBS XXX means to be selected by KCTCS student.
TBD XXX means to be determined by Midway University based on course selected.
¨Minimum grade of "C" required.

*For Social and Behavioral Sciences courses, two disciplines must be represented and different from those in the Arts and Humanities category.

Category 2: KCTCS AA Requirements (6 hours)

KCTCS Course	Course or Category	Credits	Midway Course	Completed
	Arts and Humanities **or** Social/Behavioral Sciences **or**Oral Communications **or** Foreign Languages	3	TBD XXX	
	Arts and Humanities **or** Social/Behavioral Sciences **or**Oral Communications **or** Foreign Languages	3	TBD XXX	
	Subtotal AA Requirement Courses	**6**		

Category 3: KCTCS Electives (21 hours)

KCTCS Course	Course or Category	Credits	Midway Course	Completed
CIT 105	Intro to Computer (Digital Literacy)	0-3	CIS 235	
FYE 105 OR FYE 110 OR FYE 100*	First-Year College Success Course/Experience	0-3	MWY 101	
	Subtotal Elective Courses	**21**		
	TOTAL Associate Degree Hours	**60 (61)**		

*Some colleges have policies that allow students to fulfil the College Success Requirement by waiver or exemption.

Midway University

Major Requirements and Supporting Courses for Bachelor of Science in Marketing Communications.
Midway University Academic Catalog

Midway Course	Course	Credits	KCTCS Course	Taken at KCTCS
MCO 201	Introduction to Strategic Communication	3		
MCO 210	Writing for Marketing Communications	3		
MCO 220	Advertising and Brand Promotion	3	MKT 290	
MCO 255	Principles of Marketing	3	MKT 282/ BAS 282	

MCO 301	Public Relations	3		
MCO 315	Consumer Behavior	3		
MCO 320	Global Brand Management	3		
MCO 405	Internal Brand Communication	3		
MCO 425	Special Topics in Marketing	3		
MCO 435	Digital and Social Media	3	BAS 125	
MCO 450	Media Sales and Analysis	3		
MCO 480	Marketing Research	3		
MCO 490	Capstone	3		
Subtotal Midway Credit Hours		**39**		

B.S. Marketing Communications - 120 HRS Minimum

General Education Hours	40	
Program Requirements	39	
Elective Hours	41	
Total Baccalaureate Degree Credit Hours	**120**	

***Please Note: Students transferring to Midway University may transfer a total up to 80 credit hours toward degree requirements.

***A minimum of 36 hours of credit hours must be earned in courses numbered 300 or above for B.S. from Midway University.

****36 of the last 40 hours must be completed at Midway University as a residency requirement.