

Marketing, B.S. at Aurora University

Elgin Community College Associate in Arts (A.A.) Degree

First Year – Semester I (15-17 S.H.)	
ECC	Aurora University
ENG 101 English Composition I (3)	ENG1000 Introduction to Academic Writing
MTH 102 General Education Statistics (3) OR MTH 120 Statistics I (4) OR BUS 140 Business Statistics (3)	MTH2100 General Statistics
ECN 201 Principles of Microeconomics (3)	ECN2030 combined with ENC 202
IAI Life Science (3-4)	Science Elective
MKT 103 Marketing (3)	MKT2300 Principles of Marketing

First Year – Semester II (15-17 S.H.)	
ECC	Aurora University
ENG 102 English Composition II (3)	English Elective
IAI Elective (3)	Elective
ECN 202 Principles of Macroeconomics (3)	ECN2030 combined with ECN 201
IAI Fine Arts Course (3)	Art Elective
IAI Physical Science (3-5)	Science Elective

Second Year – Semester I (15 S.H.)	
ECC	Aurora University
PSY 100 Introduction to Psychology (3)	PSY1100 General Psychology
BUS 113 Business Law (3)	Business Elective
IAI Humanities/Fine Arts (3)	Elective
CMS 210 Interpersonal Communication (3)	COM2160 Human Communication & Relationships
CMS 101 Fundamentals of Speech (3)	COM Elective

Second Year – Semester II (15 S.H.)	
ECC	Aurora University
MMT 101 Principles of Management (3)	BUS1020 Foundations of Management
IAI Elective (3)	Elective
HUM 216 Ethics (3)	PHL2100 Ethics
CIS 110 Introduction to Computers (3)	CSC1010 Introduction to Computer Science
IAI Humanities/Fine Arts (3)	Elective
Total Semester Hours Completed after Year 2	62-66 Semester Hours

Please note you may also need to complete other requirements

Students who transfer with an A.A or A.S. will also need to have completed at least 60 semester hours.

Our majors are intentionally designed to allow you to minor and still complete your degree quickly.

Marketing Bachelor of Science

Year 3 Suggestions

AU Course Number	AU Course Title	Semester Hours
IDS 3500/IDS 3550	Junior Mentoring	(1)
COM 2850	Visual Communication	(4)
COM 2220	Digital Content Writing	(4)
MKT 2370	Integrated Marketing Communication & Brand Building	(4)
MKT 2390	Marketing Research for Consumer Insight	(4)
MKT 3330	Strategic Sales and Customer Relationship Management	(4)
	Minor Course/Elective	(4)
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Total Year 3 Semester Hours		(29)

Year 4 Suggestions

MKT 3630	Digital Strategy and Automation	(4)
MKT 4940	Marketing Internship	(4)
MKT 4990	Contemporary Topics in Marketing	(4)
BUS 3590 or MKT 3710	Business Data Analytics or Data Mining & Visualization	(4)
	Minor Course/Upper Level Elective	(4)
	Minor Course/Upper Level Elective	(4)
	Minor Course/Upper Level Elective	(4)
	Elective	(2-4)
Total Year 4 Semester Hours		(30-32)
Total Semester Hours Completed at AU		(59-61)
Total Semester Hours Completed at Elgin Community College		(62-66)
Total Semester Hours for B.S. Marketing		(120-127)

Upon successful completion of your bachelor's degree, Aurora University allows you to complete your master's degree in just one year with our unique Plus One programs. Learn more at aurora.edu/plusone.

The School of Business is continuously redesigning programs based on current research, and the university's conceptual framework. The program of the student could be subject to new, required changes.