

Marketing, B.S. at Aurora University

Joliet Junior College Associate in Arts (A.A.) Degree

First Year – Semester I (16 S.H.)	
JJC	Aurora University
ENG 101 Rhetoric (3)	ENG1000 Introduction to Academic Writing
MATH 131 College Algebra (4)	MTH1100 College Algebra
COMM 101 Principles of Speech Communication (3)	COM1550 Professional Communication
PSYC 101 General Psychology (3)	PSY1100 General Psychology
BUS 101 Introduction to Business (3)	Business Elective

First Year – Semester II (16 S.H.)	
JJC	Aurora University
ENG 102 Rhetoric (3)	English Elective
ECON 103 Principles of Economics I (3)	ECN2030 combined with ECON 104
BIO 125 Human Biology (4)	BIO1060 Human Biology
IAI Fine Art/Humanities (3)	Elective
BLAW 101 Business Law I (3)	Business Elective

Second Year – Semester I (16 S.H.)	
JJC	Aurora University
IAI Physical Science Course (3)	Science Elective
ECON 104 Principles of Economics II (3)	ECN2030 combined with ECON 103
MKTG 101 Principles of Marketing (3)	MKT2300 Principles of Marketing
ACCY 101 Accounting I (4)	ACC2010 Principles of Financial Accounting
PHIL 103 Introduction to Ethics (3)	PHL2100 Ethics

Second Year – Semester II (15 S.H.)	
JJC	Aurora University
IAI Fine Art Course (3)	Elective
BUS 205 Business Statistics (4)	MTH2320 General Statistics
ACCY 102 Accounting II (4)	ACC2020 Principles of Managerial Accounting
CIS 122 Computer Information Systems Fundamentals (4)	CSC1010 Introduction to Computer Science
Total Semester Hours Completed after Year 2	63 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
	Junior Mentoring	(1)
COM/GRD 2850	Visual Communication	(4)
COM/WRI 2220	Digital Content Writing	(4)
MKT/COM 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/MTH 3590 or MKT 3710	Business Data Analytics or Data Mining & Visualization	(4)
	Minor Course/Upper Level Elective	(4)
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	Minor Course/Upper Level Elective	(4)
	Total Year 4 Semester Hours	(28)
	Total Semester Hours Completed at AU	(57)
	Total Semester Hours Completed at Joliet Junior College	(63)
	Total Semester Hours for B.S. Marketing	(120)

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.