

# Marketing, B.S. at Aurora University

College of DuPage Associate in Arts (A.A.) Degree

First Year – Semester I (16 S.H.)	
COD	Aurora University
ENGLI 1101 English Composition I (3)	ENG1000 Introduction to Academic Writing
MATH 1218 General Education Mathematics (3)	MTH1030 Quantitative Reasoning
IAI Life Science with Lab (4)	Science Elective
BUSIN 1100 Introduction to Business (3)	Business Elective
ECONO 2201 Macroeconomics (3)	ECN2030 combined with ECONO 2202

First Year – Semester II (16 S.H.)	
COD	Aurora University
ENGLI 1102 English Composition II (3)	English Elective
IAI Humanities (3)	Elective
ECONO 2202 Microeconomics (3)	ECN2030 combined with ECONO 2201
IAI Elective (4)	Elective
IAI Physical Science (3)	Science Elective

Second Year – Semester I (16 S.H.)	
COD	Aurora University
MANAG 2210 Principles of Management (3)	BUS1020 Foundations of Management
IAI Social and Behavioral Science Course (Not Economics) (3)	SBS Elective
IAI Fine Arts Course (4)	Art Elective
CIS 1150 Intro to Computer Info Systems (3)	CSC1010 Introduction to Computer Science
SPEEC 1100 Fundamentals of Speech Communication (3)	COM1550 Professional Communication

Second Year – Semester II (16 S.H.)	
COD	Aurora University
MARKE 2210 Principles of Marketing (3)	MKT2300 Principles of Marketing
ACCOU 2140 Financial Accounting (4)	ACC2010 Principles of Financial Accounting
PHILO 1110 Ethics (3)	PHL2100 Ethics
SPEEC 1160 Interpersonal Communication (3)	COM2150 Interpersonal Communication
IAI Humanities/Fine Art Course (3)	Elective
<b>Total Semester Hours Completed after Year 2</b>	<b>64 Semester Hours</b>

\* 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)
	Minor Course/Elective	(4)
<b>Total Year 3 Semester Hours</b>		<b>(29)</b>

## 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)
	Minor Course/Upper Level Elective	(4)
	Minor Course/Upper Level Elective	(4)
<b>Total Year 4 Semester Hours</b>		<b>(28)</b>
<b>Total Semester Hours Completed at AU</b>		<b>(57)</b>
<b>Total Semester Hours Completed at College of DuPage</b>		<b>(64)</b>
<b>Total Semester Hours for B.S. Marketing</b>		<b>(121)</b>

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](http://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.