

Marketing, B.S. at Aurora University

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

First Year – Semester I (16 S.H.)	
ECC	Aurora University
ENG 101 English Composition I (3)	ENG1000 Introduction to Academic Writing
MTH 101 Quantitative Literacy OR MTH 102 General Education Statistics (3)	MTH1030 Quantitative Reasoning OR MTH2320 General Statistics
ECN 201 Principles of Microeconomics (3)	ECN2030 combined with ENC 202
BIO 108 Biology for Contemporary Science (4)	BIO1210 Biology of Cells
MKT 103 Marketing (3)	MKT2300 Principles of Marketing

First Year – Semester II (15-16 S.H.)	
ECC	Aurora University
ENG 102 English Composition II (3)	English Elective
IAI Humanities (3)	Elective
ECN 202 Principles of Macroeconomics (3)	ECN2030 combined with ECN 201
IAI Fine Arts Course (3)	Art Elective
IAI Physical Science (3-4)	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)	BUS3610 Business Law & Regulation
IAI Human Relations (3)	Elective
CMS 210 Interpersonal Communication (3)	COM2150 Interpersonal Communication
CMS 101 Fundamentals of Speech (3)	COM1550 Professional Communication

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	61-62 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)
	Minor Course/Elective	(4)
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)
	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		(61-62)
Total Semester Hours for B.S. Marketing		(120-123)

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.