

Marketing, B.S. at Aurora University

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

First Year – Semester I (15-16 S.H.)	
WCC	Aurora University
ENG 101 First-Year Composition I (3)	ENG1000 Introduction to Academic Writing
MTH 107 Basic Statistics (3)	MTH2100 General Statistics
COM 100 Speech Communication (3)	COM1560 Public Speaking
IAI Life Science Course (3-4)	Science Elective
BUS 100 Introduction to Business (3)	Business Elective

First Year – Semester II (15 S.H.)	
WCC	Aurora University
ENG 102 First-Year Composition II (3)	English Elective
ECN 201 Principles of Microeconomics (3)	ECN2030 combined with ECN 202
IAI Social Behavioral Course (3)	Elective
BUS 211 Business Law (3)	Business Elective
MKT 200 Principles of Marketing (3)	MKT2300 Principles of Marketing

Second Year – Semester I (14-15 S.H.)	
WCC	Aurora University
IAI Humanities/Fine Arts (3)	Elective
ECN 202 Principles of Macroeconomics (3)	ECN2030 combined with ECN 201
Social Awareness (2-3)	Elective
ACC 101 Introduction to Accounting (3)	ACC1010 Fundamentals of Accounting
IAI Elective (3)	Elective

Second Year – Semester II (15-16 S.H.)	
WCC	Aurora University
IAI Fine Art Course (3)	Elective
IAI Physical Science Course (3-4)	Science Elective
ENG 152 Business Communication (3)	COM1200 Business Communication
IAI Humanities (3)	Elective
MGT 200 Principles of Management (3)	BUS1020 Foundations of Management
Total Semester Hours Completed after Year 2	60 Semester Hours

*One course satisfying degree requirements must have a non-western (N) or diversity (D) emphasis.

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	(3-4)
	Total Year 4 Semester Hours	(31-32)
	Total Semester Hours Completed at AU	(60-61)
	Total Semester Hours Completed at Waubensee Community College	(60)
	Total Semester Hours for B.S. Marketing	(120-121)

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.