

Marketing – 2020-2021 Catalog
IECC ASA degree to BBA Marketing

FIRST YEAR

FALL

| <u>IECC Course</u> | | <u>McK</u> |
|----------------------|----|------------|
| ENG 1111 | 3 | ENG 111 |
| MTH 1131 or MTH 1153 | 3 | MTH 170 |
| Humanities | 3 | TBD |
| CIS 1101 | 3 | CSI 120 |
| ACC 2101 | 4 | ACC 205 |
| TOTAL HOURS | 16 | |

SPRING

| <u>IECC Course</u> | | <u>McK</u> |
|--------------------|----|------------|
| ENGL 1121 | 3 | ENG 112 |
| IAI Life Science | 4 | COR SCI L |
| Fine Arts | 3 | TBD |
| ACC 2102 | 4 | ACC 230 |
| BUS 2201 | 3 | MGT 204 |
| TOTAL HOURS | 17 | |

SECOND YEAR

FALL

| <u>IECC Course</u> | | <u>McK</u> |
|----------------------|----|------------|
| SPE 1101 | 3 | COM 100 |
| IAI Physical Science | 4 | COR SCI L |
| ECN 2101 | 3 | ECO 212 |
| BUS 2105 | 3 | FIN 308 |
| BMK 2101 | 3 | MKT 205 |
| TOTAL HOURS | 16 | |

SPRING

| <u>IECC Course</u> | | <u>McK</u> |
|----------------------------|----|--------------------|
| Humanities/Fine Arts* | 3 | TBD |
| ECN 2102 | 3 | ECO 211 |
| Social & Behavior Science* | 3 | TBD |
| BMG 2204 | 3 | MGT 334 |
| BUS 2101 or BUS 2102 | 3 | BUS 303 or BUS 304 |
| TOTAL HOURS | 15 | |

* One of these must fulfill the Human Diversity requirement set by IECC.

THIRD YEAR

FALL

| <u>McK Course</u> | |
|----------------------|----|
| ACC 220 | 3 |
| MKT 305 | 3 |
| UL MKT Elective | 3 |
| Elective (if needed) | 3 |
| Elective (if needed) | 3 |
| TOTAL HOURS | 15 |

SPRING

| <u>McK Course</u> | |
|----------------------|----|
| BUS 310 | 3 |
| MKT 354 | 3 |
| UL MKT Elective | 3 |
| Elective (if needed) | 3 |
| Elective (if needed) | 3 |
| TOTAL HOURS | 15 |

FOURTH YEAR

FALL

| <u>McK Course</u> | |
|----------------------|----|
| MKT 410 WI | 3 |
| UL MKT Elective | 3 |
| Elective (if needed) | 2 |
| Elective (if needed) | 3 |
| Elective (if needed) | 3 |
| TOTAL HOURS | 14 |

SPRING

| <u>McK Course</u> | |
|----------------------|----|
| BUS 450 | 3 |
| BUS 324 WI | 3 |
| UL MKT Elective | 3 |
| Elective (if needed) | 3 |
| TOTAL HOURS | 12 |

| | |
|----------------------------|-----|
| Total hours needed for BSN | 120 |
| IECC Hours | 64 |
| McKendree University Hours | 33 |
| Elective Hours If Needed | 23 |

If students choose to double major and/or minor, the following catalog rule applies: any course applied toward the completion of one major or minor may not also be applied toward the fulfillment of elective requirement in another major or minor.

Associate degree fulfills all general education requirements.
Hours from previous courses may reduce number of electives required.
Residency is 30 hours and all must be upper level at McKendree University.
McKendree accepts up to 90 hours in transfer credit.
Sequence subject to change.