

Marketing – 2020-2021 Catalog

IECC AAS Marketing Business Management to BBA Marketing

FIRST YEAR

FALL

<u>IECC Course</u>		<u>McK</u>
BMK 2102	3	MKT 320
BUS 1101	3	Elective
BUS 2201	3	MGT 204
DAP 1201 or Computer Elective	3	CSI 120
Social Sci Elective (Human Div)	3	TBD
TOTAL HOURS	15	

SPRING

<u>IECC Course</u>		<u>McK</u>
ACC 2101	4	ACC 205
BMG 1202 or College Lv MTH	4	TBD
BMK 2101	3	MKT 205
ECN 2101	3	ECO 212
Elective	3	TBD
TOTAL HOURS	17	

Summer

<u>IECC Course</u>		<u>McK</u>
BMK 1205	7	Elective
BMK 1206	1	Elective
TOTAL HOURS	8	

SECOND YEAR

FALL

<u>IECC Course</u>		<u>McK</u>
BMG 2204	3	MGT 334
BMK 1202	2	MKT 330
BMK 1203	2	MKT 354
BUS 2101	3	BUS 303
ENG 1111 or ENG Gen Ed Elective	3	ENG 111 or Elec.
BMG 2103	3	MTH 170
TOTAL HOURS	16	

SPRING

<u>IECC Course</u>		<u>McK</u>
BMK 2205	7	Elective
BMK 2206	1	Elective
EDU 1108	2	PED 206
GEN 2297	1	Elective
TOTAL HOURS	11	

THIRD YEAR

FALL

<u>McK Course</u>		<u>IECC Course</u>
ACC 230	3	ACC 2102
ECO 211	3	ECN 2102
MKT 305	3	
Elective (if needed)	3	
Elective (if needed)	3	
TOTAL HOURS	15	

SPRING

<u>McK Course</u>		<u>IECC Course</u>
FIN 308	3	BUS 2105
ACC 220	3	
UL MKT Elective	3	
Elective (if needed)	3	
Elective (if needed)	2	
TOTAL HOURS	14	

Total hours needed	120
IECC Hours	67
McKendree University Hours	42
Elective Hours If Needed	11

FOURTH YEAR

FALL

<u>McK Course</u>	
BUS 324 WI	3
BUS 310	3
MKT 410 WI	3
UL Elective	3
TOTAL HOURS	12

SPRING

<u>McK Course</u>	
BUS 450	3
UL MKT Elective	3
UL Elective	3
UL Elective	3
TOTAL HOURS	12

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.

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 requirements in another major or minor.