

# College of DuPage – DePaul University, Driehaus College of Business Marketing

## APPENDIX B

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### *Associate in Arts to a Bachelor of Science in Business with a Major in Marketing*

This program plan agreement is entered into by College of DuPage (COD) faculty and DePaul's Driehaus College of Business faculty for the purpose of providing guaranteed admission for select COD students. Specifically, COD students who successfully complete the Associate in Arts are guaranteed admission into DePaul University, College of Business Marketing degree program, provided that all current admissions standards, policies, and procedures of DePaul are met at the time of admission.

COD and DePaul University business faculty agree to the following:

COD and DePaul University faculty will collaborate and coordinate on course and program content to facilitate transfer and eliminate course duplication, in accordance with program and degree requirements of their respective schools.

COD program faculty agree to assist and advise all COD students enrolled in the Associate in Arts who desire to continue their studies toward the achievement of the Bachelor of Science in Business with a Major in Marketing, at DePaul University's Driehaus College of Business.

DePaul University faculty agree to accept all course credit completed at COD in accordance with the mutually agreed upon program plan recommendations below. Up to 66 semester/99 quarter hours of COD credit will be applied to the DePaul degree.

COD and DePaul faculty agree to periodically, minimally one time per year, review the course recommendations and to update and maintain them in keeping with current curricular requirements.

The faculty will inform the other college's program when changes to course, program, and/or degree requirements are made.

COD students must join DePaul's Admission Partnership Program (DAPP) to participate in this program to receive the benefits of this agreement. Through DAPP, students will be counseled and advised by both schools as to the courses to complete which will fulfill both associate degree and bachelor degree requirements. The program plan must be followed for students to receive maximum transfer credit towards the bachelor degree. The recommended courses provide the academic preparation and prerequisite requirements for the DePaul's Bachelor of Science in Business degree with a major in Marketing.

In order to retain current and dynamic curriculum course content, required courses and degree requirements are subject to frequent changes. DAPP provides the means to keep the students with the most up to date information about program requirements at both COD and DePaul University. Students who do not join DAPP will still be able to transfer to DePaul's B.S.B. in Marketing as regular DePaul transfer students. Students not participating in DAPP will be subject to changes in program requirements that take place at any point in their enrollment at COD.

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COD – DePaul University

Associate in Arts (AA) to Bachelor of Science in Business with a Major in Marketing

This is an **EXAMPLE** course sequence for students interested in pursuing a degree from DePaul’s Driehaus College of Business. It does not represent a contract, nor does it guarantee course availability. If this program plan is followed, students will earn an Associate in Arts degree. Transfer courses and their equivalencies, and program requirements change as courses and programs are updated frequently. For the most current information, visit DePaul University’s Transfer Center at: [www.DePaul.edu/TransferCenter](http://www.DePaul.edu/TransferCenter)

**Students must join DePaul’s Admission Partnership Program (DAPP) to receive full benefits of this program plan. Make informed course choices in consultation with COD Advisor and DePaul University Transfer Counselor.**

**SUGESSTED COURSE PLAN**  
**Year 1 College of DuPage**

| <b>Semester 1</b>  | <b>Sem Hr</b> | <b>Qtr HR</b> |
|--|---------------|---------------|
| English Composition I - ENGLI 1101 (WRD 103) IAI                                   | 3             | 4.5           |
| Humanities IAI (recommendations below)   | 3             | 4.5           |
| <b>Financial Accounting - ACCOU 2140 (ACC 101) –depending on student readinees</b> | 4             | 6.0           |
| <b>BUSIN 1100 Introduction to Business (BUS 101)</b>                               | 3             | 4.5           |
| Elective (math, general education course or Business Core - see below)             | 3             | 4.5           |
| <b>Total</b>   | 16            | 24.0          |
| <b>Semester 2</b>  | <b>Sem Hr</b> | <b>Qtr Hr</b> |
| English Composition II - ENGLI 1102 (WRD 104) IAI                                  | 3             | 4.5           |
| Speech Communication - SPEEC 1100 (CMN 104) IAI                                    | 3             | 4.5           |
| <b>Macroeconomics - ECONO 2201 (ECO 106) IAI social</b>                            | 3             | 4.5           |
| <b>Managerial Accounting - ACCOU 2150 (ACC 102 -only w/ACCOU 2140)</b>             | 4             | 6             |
| Physical or Life Science w/o Lab (IAI list or AA for COD)                          | 3             | 4.5           |
| <b>Total</b>   | 16            | 24            |

**Year 2 College of DuPage**

| <b>Semester 3</b>  | <b>Sem Hr</b> | <b>Qtr HR</b> |
|--|---------------|---------------|
| <b>Microeconomics - ECONO 2202 (ECO 105) IAI social</b>                | 3             | 4.5           |
| Fine Arts IAI (IAI list or AA for COD)                                 | 3             | 4.5           |
| Physical or Life Science with Lab (IAI list or AA for COD)             | 4             | 6.0           |
| Elective (math, general education course or Business Core - see below) | 3             | 4.5           |
| Elective (math, general education course or Business Core - see below) | 3             | 4.5           |
| <b>Total</b>   | 16            | 24            |
| <b>Semester 4</b>  | <b>Sem Hr</b> | <b>Qtr Hr</b> |
| <b>Statistics - MATH 1635 (MAT 242/MAT 137) IAI</b>                    | 4             | 6             |
| PHILO 1114 (PHL 248/PI Business Ethics at DPU) <i>not IAI</i>          | 3             | 4.5           |
| Humanities or Fine Arts (recommendations below or AA for COD)          | 3             | 4.5           |
| Social and Behavioral Science (IAI list or AA for COD)                 | 3             | 4.5           |
| Elective (math, general education course or Business Core - see below) | 3             | 4.5           |
| <b>Total</b>   | 16            | 24.0          |

**Course recommendations at COD that are a good fit for DePaul Business**

| <b>Humanities or Fine Arts (choose one PI and one RD)</b>   | <b>Elective (math, general education course or Business Core):</b>       |
|---|--|
| PI: PHILO 1100 (PHL 100), PHILO 1110 (PHL 200),<br>PHILO 1125 (PHL 280)<br>RD: RELIG 1100 (REL 103), RELIG 1110 (REL 232),<br>RELIG 1120 (REL 233), | First priority is to have Math equal to COD MAT 1431<br>(DePaul MAT 130) |

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|   |   |
|---|---|
| RELIG (or PHILO) 1150 (REL 221), RELIG 1155 or RELIG 2160 (Religious Dimensions)<br><i>do NOT take both PHILO 1150 and RELIG 1150</i> |   |
| <b>Gen. Ed. Recommendations</b>   | <b>Other Business courses options at COD.</b><br><b>If not taken at COD, you will take them at DePaul. If taken at COD, course in DePaul terms will need to be adjusted. Minimum hours for degree must still be met. Meet with DePaul Business Academic Advisor early in first term at DePaul):</b> |
| Psychology, Sociology, History (IAI list or AA for COD)   | MANAG 2210 (MGT 300)<br>MARKE 1100 (MKT 301) or MARKE 2210 (MKT 301)<br>MANAGE 2250 (MGT 301)<br>another course option for any business student: BUSIN 2255 (MGT 357/Global Business Perspective)<br>an option for most Management majors at DePaul:<br>MANAG 2215 (MGT 360)                        |

If MVCC has a course with content in Business Analytics, Business for Social Good, or Business Technology, please send syllabi to TrAC@depaul.edu to have the content reviewed for equivalency to BUS 102, BUS 103 or BUS 202, respectively.

**DePaul Years**

- DePaul College of Business recommends a new transfer student comes to the earliest DePaul orientation and initial advising appointment possible the term before transferring.
- For all majors: There can be movement of courses to different terms *as long as prerequisites are met*.
- DePaul College of Business recommends a new student make an academic advising appointments early in their first quarter at DePaul and at least 2 times per year.

**Marketing Major at DePaul**

**Year 3**

| Quarter 1  | Qtr Hr |
|--|--------|
| <b>MKT 301 Principles of Marketing</b>                                 | 4      |
| <b>MGT 300 - Principles of Management</b>                              | 4      |
| <b>BUS 102 Business Analytics</b>                                      | 4      |
| <b>MKT 276 Effective Business Comm or ORGC 201 Organizational Comm</b> | 4      |
| <b>Total</b>   | 16     |
| Quarter 2  |        |
| <b>MGT 301 Operations Management</b>                                   | 4      |
| MKT 310 Consumer Behavior  | 4      |
| <b>BUS 103 Business for Social Good</b>                                | 4      |
| MGT 250 Career Management Skills                                       | 2      |
| <b>Open Elective (2 hr)</b>  | 2      |
| <b>Total</b>   | 16     |
| Quarter 3  |        |
| MKT concentration 1  | 4      |
| MKT concentration 2  | 4      |
| Open Elective (4 hr)   | 4      |
| <b>FIN 310 Introduction to Finance</b>                                 | 4      |
| <b>Total</b>   | 16     |

**Year 4**

| Quarter 1   | Qtr Hr |
|---|--------|
| MKT concentration 3                               | 4      |
| MKT 305 Introduction to Marketing Research        | 4      |
| <b>BUS 202 or CSC 241 Intro to Comp Sci</b>       | 4      |
| <b>Global Business Perspective (many choices)</b> | 4      |
| <b>Total</b>                                      | 16     |

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| <b>Quarter 2</b>           |           |
|----------------------------|-----------|
| MKT concentration 4        | 4         |
| MKT concentration 5        | 4         |
| Experiential Learning      | 4         |
| Open Elective (4 hr)       | 4         |
| <b>Total</b>               | <b>16</b> |
| <b>Quarter 3</b>           |           |
| MKT concentration 6        | 4         |
| MKT concentration 7        | 4         |
| BUS/ICS 392 Senior Seminar | 4         |
| Open Elective (4 hr)       | 4         |
| <b>Total</b>               | <b>16</b> |

Marketing Concentrations: Digital, Sales, Honors (application only), and Standard

The Marketing concentration you choose will determine the Marketing course you take in the major.

Open electives can be chosen from any courses at DePaul. Many students use Open Electives towards minors.

DePaul offers an Honors program in Marketing. This is a cohort program that starts in autumn quarter. If interested, a student should speak to their admission counselor or academic advisor as early as possible to see if they are eligible to start in their first autumn at DePaul.