

## Oakton College – DePaul University, Driehaus College of Business Marketing APPENDIX B

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

This program plan agreement is entered into by Oakton College (OC) faculty and DePaul's Driehaus College of Business faculty for the purpose of providing guaranteed admission for select OC students. Specifically, OC 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.

OC and DePaul University business faculty agree to the following:

OC 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.

OC program faculty agree to assist and advise all OC 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 OC in accordance with the mutually agreed upon program plan recommendations below. Up to 66 semester/99 quarter hours of OC credit will be applied to the DePaul degree.

OC 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.

OC 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 OC 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 OC.

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### OC –DePaul University

### Associate in Arts (AA) to Bachelor of Science in Business (BSB) 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 OC Advisor and DePaul University Transfer Counselor.**

#### Year 1 Oakton College

Semester 1	Sem Hr	Qtr HR
English Composition I - EGL 101 (WRD 103) IAI	3	4.5
Humanities IAI (recommendations below)	3	4.5
<b>Macroeconomics - ECO 201 (ECO 106) IAI social</b>	3	4.5
Social and Behavioral Science (IAI list or AA for Oakton)	3	4.5
Elective (math, general education course or Business Core - see below)	3	4.5
<b>Total</b>	<b>15</b>	<b>22.5</b>
Semester 2	Sem Hr	Qtr HR
English Composition II - EGL 102 (WRD 104) IAI	3	4.5
Speech Communication - SPE 103 (CMN 104) IAI	3	4.5
<b>Microeconomics - ECO 202 (ECO 105) IAI social</b>	3	4.5
Physical or Life Science w/Lab (IAI list or AA for Oakton)	4	6
<b>Introduction to Business BUS 101 (BUS 101)</b>	3	4.5
<b>Total</b>	<b>16</b>	<b>24</b>

#### Year 2 Oakton College

Semester 3	Sem Hr	Qtr HR
<b>Financial Accounting - ACC 153 (ACC 101)</b>	4	6
Fine Arts IAI (IAI list or AA for Oakton)	3	4.5
Physical or Life Science without Lab (IAI list or AA for Oakton)	3	4.5
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>	<b>16</b>	<b>24</b>
Semester 4	Sem Hr	Qtr HR
<b>Managerial Accounting - ACC 154 (ACC 102)</b>	4	6
<b>Statistics - MAT 131 (MAT 242/MAT 137) IAI OR MAT 190 (MAT 137). MAT 190 is not GECC IAI eligible (for some institutions it is IAI major eligible)</b>	4	6
BUS 107 (REL 228/RD Business Ethics at DPU) <i>not IAI</i>	3	4.5
Humanities or Fine Arts (recommendations below or AA for Oakton)	3	4.5
Elective (math, general education course or Business Core - see below)	3	4.5
<b>Total</b>	<b>17</b>	<b>25.5</b>

#### Course recommendations at Oakton that are a good fit for DePaul Business

Humanities or Fine Arts (choose one PI and one RD)	Elective (math, general education course or Business Core):
PI: HUM 127 (PHL 100), PHL 106 (PHL 200), PHL 204 (PHL 235), PHL 215 (PHL287), PHL 240 (PHL 244)	First priority is to have Math equal to OC MAT 140 or MAT 149 (DePaul MAT 130)
RD: PHL 110 (Religious Dimensions), PHL 205 (REL 103), PHL 245 (REL 190)	
Gen. Ed. Recommendations	Other Business courses options at Oakton.

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	<b>If not taken at Oakton, you will take them at DePaul. If taken at Oakton, 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 OC)	MGT 101 (MGT 300) MKT 131 (MKT 301)

If Oakton 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 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
<b>BUS 202 or CSC 241 Intro to Comp Sci</b>	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>Global Business Perspective (many choices)</b>	4
Open Elective (4 hr)	4
<b>Total</b>	16
Quarter 2	
MKT concentration 4	4
MKT concentration 5	4
Experiential Learning	4
Open Elective (4 hr)	4
<b>Total</b>	16
Quarter 3	
MKT concentration 6	4

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MKT concentration 7	4
BUS/ICS 392 Senior Seminar	4
Open Elective (4 hr)	4
<b>Total</b>	<b>16</b>

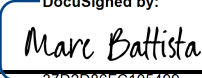
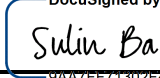
Marketing Concentrations: Digital, Sales, Honors (application only), and Standard

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.

### AGREED TO AND ACCEPT

<u>Oakton College</u>	<u>DePaul University</u>
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Marc Battista - AVP of Workforce Education/ Dean of Business and Career Technologies	Sulin Ba Dean of Business School
Date: <u>3/2/2023</u>	Date: <u>3/2/2023</u>
Program Contact:  Tracy Fulce  Phone: 847-376-7803  Email: tfulce@oakton.edu	Program Contact:  Phone: _____  Email: _____