



A.A.S. MARKETING
to
EASTERN ILLINOIS UNIVERSITY
ORGANIZATIONAL & PROFESSIONAL
DEVELOPMENT

FIRST YEAR

		Hours
First Semester		
BUS-142	Introduction to Business	3.0
BUS-094	Business Math OR	
ENG-120	Composition I *	3.0
SFS-101	Strategies for Success OR	
HED ---	Health Elective OR	
PED ---	P.E. Elective	2.0
SOS-050	Human Relations	2.0
MAT ---	Math Elective *	3.0
	SEMESTER TOTAL	13.0

Second Semester

BUS-251	Principles of Management	3.0
BUS-247	Principles of Marketing	3.0
CIS-160	Practical Software Application	3.0
ENG-121	Composition II *	3.0
BUS-085	Accounting Process OR	
--- ---	Career Elective **	1.0
	SEMESTER TOTAL	13.0

Summer Term

BUS-092	Principles of Selling	3.0
BUS-091	Principles of Advertising	3.0
BUS-090	Principles of Retailing	3.0
	SEMESTER TOTAL	9.0

SECOND YEAR

		Hours
First Semester		
BUS-151	Financial Accounting *	3.0
BUS-141	Business Communications *	3.0
ECO-231	Principles of Economics I (Macro)	3.0
BUS-200	Legal Environment of Business	3.0
COM-111	Introduction to Speech Communication	3.0
	SEMESTER TOTAL	15.0

Second Semester

PSY-271	Introduction to Psychology	3.0
ECO-232	Principles of Economics II (Micro) * OR	
POS-162	State/Local Government	3.0
BUS-134	Principles of E-Commerce OR	
--- ---	Career Elective **	2.0
BUS-057	Marketing Internship ** OR	
--- ---	Career Elective **	4.0
BUS-056	Marketing Seminar ** OR	
--- ---	Career Elective **	1.0

BUS-078	Management/Marketing Capstone *	1.0
	SEMESTER TOTAL	14.0
	TOTAL PROGRAM HOURS	64.0

Notes:*Prerequisites

"C" or better is required for Composition I, Composition II and Public Speaking

Eastern Illinois University Semester Hours=53

Total program semester hours = 121

Apply to Eastern Illinois University one year prior to enrollment

One general education course must be designated as culturally diverse

40 upper division hours are required for graduation. This can be met through general education, portfolio, or a combination.

General Education Math may have prerequisites or subject to math placement.

OPD majors are exempt from the foreign language requirement at Eastern

A 2.5 GPA (or special permission from the OPD Program Coordinator) is required for admission to EIU OPD program.

This is a suggested course sequence. Students must work with their advisor to develop a sequence plan that meets their scheduling needs. Summer classes can also reduce the load during the fall and spring semesters.