



Associate in Arts at Heartland Community College to Bachelor's Degree in Marketing at Illinois Wesleyan University

*This is a suggested course pattern. Students must work with their advisor to develop a curriculum plan that meets their scheduling needs. ** indicates course needed for the major. + indicates an IWU graduation requirement*

HEARTLAND COMMUNITY COLLEGE			
FIRST YEAR	COURSE NAME	CREDIT HOURS	
		FALL	SPRING
ENGL 101	Critical Reading and Writing	3	
COMM 101	Intro to Oral Communication	3	
IAI Life Science	Any IAI Life Science	3-4	
ACCT 200**	Financial Accounting	4	
MATH 151 or 161**	Calculus for Business or Calculus I	4-5	
ENGL 102	Multimodal Composition		3
ACCT 201**	Managerial Accounting		4
IAI Physical Science	Any IAI Physical Science		3-4
IAI Fine Arts	Any IAI Fine Arts		3
Language 101	Elementary Language I		4
Total Credit Hours		17-19	17-18
SECOND YEAR	COURSE NAME	CREDIT HOURS	
		FALL	SPRING
IAI Social Behavioral Sci	Any IAI Social/Behavioral Science	3	
Language 102+	Elementary Language II	4	
ECON 101**	Principles of Microeconomics* (SBS)	3	
IAI Humanities	Any IAI Humanities Course	3	
Elective	Elective	3	
ECON 102**	Principles of Macroeconomics* (SBS)		3
MATH 141**	Intro to Statistics		4
IAI Humanities/Fine Arts	Any IAI Humanities/Fine Arts		3
Language 201+	Intermediate Language I		4
Total Credit Hours		16	14

ILLINOIS WESLEYAN UNIVERSITY			
THIRD YEAR	COURSE NAME	UNIT HOURS	
		FALL	SPRING
BUS 331	Marketing Principles & Management	1	
BUS 341	Organization & Management	1	
1xx-4xx	Elective outside of the major	1	
1xx-4xx	Elective outside of the major	1	
BUS 355	Business Law I (W)		1
FIS 303	Financial Management		1
BUS 3xx	Choose 1 st of 2: 332, 333, 339, 356		1
1xx-4xx	Elective in or outside of the major		1
Total Units		4	4
FOURTH YEAR	COURSE NAME	UNIT HOURS	
		FALL	SPRING
BUS 335	Consumer Behavior	1	
BUS 3xx	Choose 2 nd of 2: 332, 333, 339, 356	1	
1xx-4xx	Elective in or outside the Major	1	
1xx-4xx	Writing Intensive in or outside major	1	
BUS 490	Strategy & Policy		1
3xx or 4xx	Upper Level Elective in or outside Major		1
1xx-4xx	Elective in or outside Major		1
1xx-4xx	Major Elective in BUS, ANTH, PSYC, JOUR, or SOC (Work with advisor & review catalog for options)		1
Total Units		4	4

- At Heartland, choose a (G) Global Diversity and a (U) US Diversity course from recommended list to meet IWU graduation requirements.
- AP scores with 4 or higher, or higher level IB scores of 5 or higher, can be used to meet general education requirements at IWU, but not major or minor requirements.
- Remedial math courses may be needed to prepare for the math requirement. However, remedial courses will not transfer to IWU. Adjust schedule and hour requirements accordingly to complete degree.
- Completion of any 201 language course would complete the 2nd language requirement.
- Students should complete a minimum of 64 semester hours, not including remedial or equivalent PE courses, at Heartland to be on track to complete their bachelor's degree in a total of four years.
- Students are required, at minimum, to complete 16 units of coursework at IWU including half of all major requirements.
- Graduation requirements: 32 total courses and 32 total units with 9 courses and 9 units of upper level courses, and 18 courses and 18 units outside the major. (1 IWU unit = 4 semester hours)