

 EASTERN IOWA COMMUNITY COLLEGES
CLINTON ♦ MUSCATINE ♦ SCOTT

Eastern Iowa Community Colleges
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2+2
Degree
Plan

**Transfer Center**

Western Illinois University
1 University Circle
103 Sherman Hall
Macomb, IL 61455
(309) 298-3120

Marketing

- The 2+2 is a four-year plan that leads to a Bachelor of Business (B.B.) degree in Marketing at WIU. Students will fill out applications for both schools, and consult the advisors and the catalogs for both schools for specifics. This completion guide is designed to ensure graduation in four years by taking courses at both EICC and WIU. This guide assumes students have met all course prerequisites required by EICC and admissions requirements for WIU.
- Upon completion of the first two years requirements at EICC, students will receive an Associate of Arts (A.A.) degree. Students will be required to complete business core and major course requirements at WIU, and upon completion of the final two years curriculum requirements students will receive the B.B. degree with a major in Marketing. In general, a minimum of 62 semester hours (s.h.) will be taken at EICC at EICC rates and 60 s.h. from WIU at WIU rates.
- Under this agreement, acceptance as a declared business major requires the completion of a minimum of 60 s.h. with a cumulative grade point average (GPA) of 2.50. The student must have also completed ACCT 201 and 202, ECON 231 and 232, MATH 137, and STAT 171. Transfer students not eligible to declare will be limited to 29 hours of business coursework as noted (**Note 4.**) below until these requirements have been met. Enrollment in a Pre-Business Program does not guarantee acceptance into one of the major areas as a candidate for the Bachelor of Business degree.

1st Year, Fall Semester

Notes	EICC Courses	SH	WIU Equivalents
	ENG 105 or 107	3	ENG 180
	MAT 156	3	STAT 171
	LIFE SCIENCE	4	ELECTIVE
	HUMANITIES	3	ELECTIVE
	CSC 110	3	CS 101
	Semester Hours	16	

1st Year, Spring Semester

Notes	EICC Courses	SH	WIU Equivalents
	FINE ARTS	3	ELECTIVE
	PHYSICAL SCIENCE	4	ELECTIVE
	MAT 165	3	MATH 137
	ENG 106 or 108	3	ENG 280
	Cultural Historical Perspective (Western Perspective)	3	ELECTIVE
	Semester Hours	16	

2nd Year, Fall Semester

Notes	EICC Courses	SH	WIU Equivalents
	SPC 112	3	COMM 241
	ECN 120	3	ECON 231
	ACC 142	3	ACCT 201
	BUS 102	3	MGT 125
	Cultural Historical Perspective (International Perspective or Language)	3	ELECTIVE
	Semester Hours	15	

Both community college and university requirements are subject to change. The courses listed here are intended as a projected course guide.

2nd Year, Spring Semester

Notes	EICC Courses	SH	WIU Equivalents
	ECN 130	3	ECON 232
	ACC 146	3	ACCT 202
1	BUS 185	3	BL 431 (LD)
	PSY 111 or SOC 110	3	PSY 100 or SOC 100
	LITERATURE	3	ELECTIVE
	Semester Hours	15	

Notes for EICC:

1. LD = Lower Division credit class. This class will substitute for WIU catalog requirement BL 230.
 - A minimum of 62 s.h. and a cumulative 2.0 GPA or better is required to earn an A.A. degree.
 - English and Math courses below college level will not apply toward graduation.

WIU Suggested Course Sequence

3rd Year, Fall Semester

Notes	WIU Courses	SH
2,3,4,5	MKTG 327	3
	SCM 211	3
	DS 303	3
	FIN 331	3
	MGT 349	3
	Semester Hours	15

3rd Year, Spring Semester

	WIU Courses	SH
	MKTG 329	3
	MKTG 337	3
	MKTG 300-400 Level	3
	BCOM 320	3
	CS 302	3
	Semester Hours	15

4th Year, Fall Semester

Notes	WIU Courses	SH
	MKTG 331	3
	MKTG 429	3
	MKTG 300-400 Level	3
	MKTG 300-400 Level	3
	IS 340	3
	Semester Hours	15

4th Year, Spring Semester

Notes	WIU Courses	SH
	MKTG 497	3
6	MKTG 317 or 417-FLGI	3
	MKTG 300-400 Level or GCOM 217	3
	MGT 490	3
	ELECTIVE	3
	Semester Hours	15

Total B.B. Degree Hours at WIU/EICC – 60/62 – (122)

Notes for WIU:

2. Bachelor of Business majors must complete 50% of the required business credit hours in residence;
3. Transfer students who have earned 60 hours prior to matriculation at WIU, with a cumulative GPA of 2.50, and who have completed ACCT 201 and 202, ECON 231 and 232, MATH 137, and STAT 171 will enter as declared majors;
4. Students not declared as Bachelor of Business majors may enroll in a maximum of 29 total hours of coursework with the following prefixes: ACCT, BAT, BL, DS, FIN, HRM, MGT, MKTG, OM AND SCM. Exceptions require permission from the CBT Dean;
5. Students must complete 60 hours from a four (4) year institution;
6. MKTG 317 or 417 (4th Year, Spring Semester) will fulfill the Foreign Language/Global Issues (FLGI) requirement.