

Eastern Iowa Community College District
Associate of Arts
Marketing
Years 1 & 2

General Education Requirements	Cr.
<i>Communications</i>	
ENG 105 Composition I	3
ENG 106 Composition II	3
SPC 112 Public Speaking	3
<i>Mathematics</i>	
MAT 156 Statistics	3
<i>Arts and Humanities</i>	
<i>Select 1 Literature Course:</i>	
LIT 101; LIT111; LIT 183; LIT 185	3
<i>Select 1 Humanities Course:</i>	
DRA 110; HUM 110; HUM 183; PHI 101; PHI 105; PHI 110; REL 101	3
<i>Select 1 course in Fine Arts:</i>	
ART 101; DRA 101; DRA 110; HUM 135; HUM 136; HUM 137; MUS 100	3
<i>Cultural/Historical Perspectives</i>	
<i>Select 1 from Western Perspective:</i>	
HIS 117; HIS 118; HIS 119; HIS 151; HIS 152	3
<i>Select 1 from International Perspective</i>	
ANT 105; CLS 150; FL____; GEO 121; GLS 100; HIS 211; HIS 231	3
<i>Social Science</i>	
<i>Select 1 Economics or Political Sci:</i>	
ECN 120 Principles of Macroeconomics	3
<i>Select 1 Psychology or Sociology Course:</i>	
PS111 or SOC110	3
<i>Natural Science</i>	
<i>Select 1 course in Life Sciences</i>	
BIO 105 Introductory Biology OR	4
BIO 114 General Biology 1A	
<i>Select 1 course in Physical Sciences:</i>	
CHM 122; CHM 165/166; CHM 179; ENV 111; ENV 139; PHS 120; PHS 152; PHS 166; PHS 172; PHY 110; PHY 162; PHY212	4
<i>Computer Skills</i>	
CSC 110 Introduction to Computers	3
<i>Concentration Electives</i>	
ACC 142 Financial Accounting	3
ACC 146 Managerial Accounting	3
BUS 102 Introduction to Business	3
BUS 180 Business Ethics	3
BUS 185 Business Law I	3
MKT 110 Principles of Marketing	3
Total Credit Hours Required	62

Park University
Bachelor of Science
Management/ Marketing
Years 3 & 4

Liberal Education	Cr.
Writing Competency Test	P
EN306 Professional Writing in the Disciplines	3
General Electives	16
<i>Core Curriculum</i>	
EC142 Principles of Microeconomics	3
EC315 Quantitative Research Methods	3
FI360 Financial Management	3
IB315 International Business Perspectives	3
MG371 Management & Org. Behavior	3
MG495 Business Policy	3
<i>Marketing Requirements</i>	
MK385 Consumer Behavior	3
MK411 Marketing Management	3
MK453 Marketing Research & Info Systems	3
Choose any 4 course from list below: MK369, 380, 386, 389, 395, 401, 455, 463, 491; AR218, 318; LG312	12
Total Credits Required	58
Total Credits Required	120

Up to 75 credits from EICC may be applied towards Graduation requirements at Park University. Residency requirement of 30 hrs. at Park w/ 15 hrs. in major core.

2014-2015