

Marketing – 2020-2021 Catalog
 IECC ASA degree to BBA Marketing

FIRST YEAR

FALL

<u>IECC Course</u>		<u>McK</u>
ENG 1111	3	ENG 111
MTH 1131 or MTH 1153	3	MTH 170
Humanities	3	TBD
CIS 1101	3	CSI 120
ACC 2101	4	ACC 205
TOTAL HOURS	16	

SPRING

<u>IECC Course</u>		<u>McK</u>
ENGL 1121	3	ENG 112
IAI Life Science	4	COR SCI L
Fine Arts	3	TBD
ACC 2102	4	ACC 230
BUS 2201	3	MGT 204
TOTAL HOURS	17	

SECOND YEAR

FALL

<u>IECC Course</u>		<u>McK</u>
SPE 1101	3	COM 100
IAI Physical Science	4	COR SCI L
ECN 2101	3	ECO 212
BUS 2105	3	FIN 308
BMK 2101	3	MKT 205
TOTAL HOURS	16	

SPRING

<u>IECC Course</u>		<u>McK</u>
Humanities/Fine Arts*	3	TBD
ECN 2102	3	ECO 211
Social & Behavior Science*	3	TBD
BMG 2204	3	MGT 334
BUS 2101 or BUS 2102	3	BUS 303 or BUS 304
TOTAL HOURS	15	

* One of these must fulfill the Human Diversity requirement set by IECC.

THIRD YEAR

FALL

<u>McK Course</u>	
ACC 220	3
MKT 305	3
UL MKT Elective	3
Elective (if needed)	3
Elective (if needed)	3
TOTAL HOURS	15

SPRING

<u>McK Course</u>	
BUS 310	3
MKT 354	3
UL MKT Elective	3
Elective (if needed)	3
Elective (if needed)	3
TOTAL HOURS	15

FOURTH YEAR

FALL

<u>McK Course</u>	
MKT 410 WI	3
UL MKT Elective	3
Elective (if needed)	2
Elective (if needed)	3
Elective (if needed)	3
TOTAL HOURS	14

SPRING

<u>McK Course</u>	
BUS 450	3
BUS 324 WI	3
UL MKT Elective	3
Elective (if needed)	3
TOTAL HOURS	12

Total hours needed for BSN	120
IECC Hours	64
McKendree University Hours	33
Elective Hours If Needed	23

If students choose to double major and/or minor, the following catalog rule applies: any course applied toward the completion of one major or minor may not also be applied toward the fulfillment of elective requirement in another major or minor.

Associate degree fulfills all general education requirements.
 Hours from previous courses may reduce number of electives required.
 Residency is 30 hours and all must be upper level at McKendree University.
 McKendree accepts up to 90 hours in transfer credit.
 Sequence subject to change.

Articulation Agreement
Between
McKendree University and Illinois Eastern Community College
ASA to BBA MKT

This articulation agreement is the result of discussions between McKendree University and Illinois Eastern Community Colleges (IECC). McKendree and IECC agree that both institutions value this cooperative agreement and that this agreement will best serve the current students of both institutions.

Terms and Conditions

Section I: Admissions and Matriculation

McKendree and IECC have developed a four-year program plan to facilitate the most seamless transfer possible for IECC students who complete the Associate in Science and Arts Degree at Illinois Eastern Community Colleges and desire to earn the Bachelor of Business Administration in Marketing at McKendree University.

Students who satisfactorily complete the Associate in Science and Arts requirements with IECC will be admitted to McKendree University.

McKendree and IECC agree to inform potential transfer students of the existence of this institutional articulation agreement and the advantages of pursuing the articulated programs.

Section II: Transfer of credit

McKendree University agrees to accept a maximum of 90 semester hours of credit from the IECC graduate who seeks to complete a baccalaureate degree at McKendree. McKendree University will communicate specific options for students and give careful consideration to all previously completed courses. Courses in addition to those used to earn the Associate in Science and Arts Degree at IECC will be evaluated individually to determine which are transferable and what requirements have been met. Completion of the Associate in Science and Arts Degree fulfills all general education requirements with McKendree University.

Section III: Program Plan

The four-year program plan for the BBA in Marketing is included at the end of this agreement. These plans will specify the student degree course plan and transfer credit requirements.

Degree course plans will be reviewed by both McKendree University and Illinois Eastern Community Colleges representatives on an annual basis, and revised or updated as needed to reflect any changes in the degree requirements.

Notices should be mailed to the following addresses by first class mail in order to fulfill any notice of revision/updates to this Agreement.

For Illinois Eastern Community Colleges:

Eva Fatheree
Coor. of Curricular Reporting & Articulation
Illinois Eastern Community College
233 East Chestnut Street
Olney, IL 62450

For McKendree University:

Dr. Melissa Meeker
Dean of Worldwide Programs
McKendree University
701 College Road
Lebanon, IL 62254

Terms of the Agreement

This agreement becomes effective on August 1, 2021 and remains in effect until July 31, 2025, unless changed in writing by mutual agreement of McKendree University and Illinois Eastern Community Colleges. The agreement can be amended at any time with the approval of both institutions. Should either institution desire to discontinue this agreement, written advance notification of 60 days will be required. Termination, however, will not be executed without a negotiated teach-out agreement for students currently enrolled.

Both institutions hereby indicate full agreement to the terms and conditions included above and the honoring of the course, program, and other requirements outlined in the four-year program plan attached at the end of this agreement.

IN WITNESS WHEREOF, the parties have executed this Articulation Agreement by their duly authorized officers on the date first written above.

Illinois Eastern Community Colleges

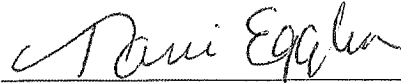
McKendree University



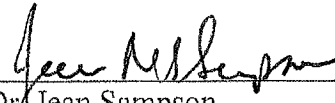
Dr. Ryan Gower
Chancellor
Illinois Eastern Community Colleges



Dan Dobbins
President
McKendree University



Dr. Tami Eggleston
Provost
McKendree University



Dr. Jean Sampson
Chair, School of Business
McKendree University