



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	4	
ACCT 200**	Financial Accounting (IWU 112)	4	
MATH 151 or 161**	Calculus for Business or Calculus I (sub or IWU 176)	4	
ENGL 102	Multimodal Composition		3
ACCT 201**	Managerial Accounting (IWU 212)		4
IAI Physical Science	Any IAI Physical Science		3
IAI Fine Arts	Any IAI Fine Arts		3
Language 101	Elementary Language I		4
Total Credit Hours		18	17
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) (see note)	3	
IAI Humanities	Any IAI Humanities Course	3	
Elective	Elective	3	
ECON 102**	Principles of Macroeconomics* (SBS) (see note)		3
MATH 141**	Intro to Statistics (IWU 141/ sub for ECON 227)		4
IAI Humanities/Fine Arts	Any IAI Humanities/Fine Arts		3
Language 201+	Intermediate Language I		4
Total Credit Hours		16	14

Note: Complete both ECON 101 & 102 with a C or better to be equivalent to IWU ECON 100

- To meet IWU graduation requirements choose one course from each group. 1 **US Diversity** (CHLD 207, Film 211, HIST 135, 136, 210, MUSI 260, POS 101, SOC 110, SOC 135, or SOC 221) and 1 **Global Diversity** (ANTH 101, HIST 150, HUMA 210, HUMA 270, MUSI 160, POS 151, JAPN 202, SPAN 202) while at Heartland.

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	1	
1xx-4xx	Elective	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		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	1	
1xx-4xx	Elective	1	
BUS 490	Strategy & Policy		1
3xx or 4xx	Upper-Level Elective		1
1xx-4xx	Elective		1
1xx-4xx	Major Elective in ANTH, ART, BUS, JOUR, PSYC, or SOC (Work with advisor & review catalog for options)		1
Total Units		4	4

- AP scores of 3, 4, or 5 and Standard level IB scores of 5 or higher will receive 1 unit of credit.
- The IWU Second Language requirement can be met by completing the intermediate level (201) course of any language or by earning a 4 or 5 on the AP exam in a second language. Visit the IWU website for information: <https://www.iwu.edu/registrar/transfer-credit-faq.html>
- Remedial math courses may be needed to prepare for the math requirement. However, the remedial course will not transfer to IWU. Adjust course schedule accordingly to complete degree.
- Students should complete a minimum of 64 semester hours, not including remedial or PE courses, at HCC to be on track to complete their bachelor's degree in a total of 4 years.
- Students are required, at minimum, to complete 16 units of coursework at IWU including half of all major requirements.
- IWU graduation requirements: 32 total courses and 32 total units with 9 courses and 9 units of upper level (300/400) courses. (1 IWU unit = 4 semester hours)

Bloomington-Normal, IL, 2024-2025