

**2+2 Academic Plan**  
**ECC Associate in Arts to EU Bachelor of Arts in Digital Marketing Communication**

**Appendix 1**

<b>Elgin Community College</b>		<b>Elmhurst University</b>	
<b>Associate of Arts Degree Requirements</b>	<b>Credits</b>		<b>Credits</b>
<b><u>General Education Core Curriculum Requirements:</u></b>	<b>37-42</b>	<b><u>General Education Equivalencies:</u></b>	
<b><u>Communication:</u></b>  <i>Written:</i> ENG 101 and 102 (Grade of "C" or higher required for both courses.)  <i>Oral:</i> CMS 101 (Grade of "C" or higher required.)	<b>9</b>	<b><u>Writing &amp; Reasoning:</u></b>  ENG 105 Composition I ENG 106 Composition II  COM 213 Public Speaking	
<b><u>Mathematics:</u></b> (Choose only one course from the list of same IAI codes for general education credit. Additional courses with the same IAI code will count as elective credit toward your degree.) <b><i>Mathematics:</i></b> 104, 125, 126, 190, 210, 230	<b>3 to 5</b>	<b><u>Mathematics:</u></b>  <b><i>Mathematics:</i></b> MTH 110 Intro to Concepts in Mathematics and Computing, Math Proficiency Course, MTH 111 Introduction to Mathematical Methods and Applications, MTH 126 Analysis for the Business and Social Sciences, MTH 151 Calculus I, MTH 152 Calculus II, MTH 251 Calculus III	

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<p><b><u>Physical &amp; Life Sciences:</u></b></p> <p>Select one course from Life Sciences and one course from Physical Sciences. (Choose only one course from the list of same IAI codes for general education credit. Additional courses with the same IAI code will count as elective credit toward your degree.)</p> <p><b><u>Life Sciences:</u></b></p> <p><b>Biology:</b> 108, 110, 113, 114, 115  <b>Microbiology:</b> 265</p> <p><b><u>Physical Sciences:</u></b></p> <p><b>Chemistry:</b> 101, 112, 142</p> <p><b>Applied Science:</b> 101, 111</p> <p><b>Astronomy:</b> 100</p> <p><b>Geology:</b> 112</p> <p><b>Physics:</b> 101</p>	<p><b>7 to 10</b></p>	<p><b><u>Physical &amp; Life Sciences Equivalencies:</u></b></p> <p><b><u>Life Sciences:</u></b></p> <p><b>Biology:</b> BIO 100 Principles of Biology (both 108,110), BIO 200 General Biology I (113), BIO 201 General Biology II (114), BIO 105 Environmental Biology (115)  <b>Microbiology:</b> BIO 221 Microbiology for Health Professionals</p> <p><b><u>Physical Sciences:</u></b></p> <p><b>Chemistry:</b> CHM 100 Chemistry in the Natural World, CHM 101 General Chemistry, CHM 211 Chemical Principles I *(note prerequisite)</p> <p><b>Applied Science:</b> GEO 102 Earth System Science, PHY101 Physical Science</p> <p><b>Astronomy:</b> 212 Introduction to Astronomy</p> <p><b>Geology 112 at ECC</b> is also equated to GEO 102 Earth Science</p> <p><b>Physics:</b> Physical Sciences Area of Knowledge, PHY-111 Introductory Physics I</p>	
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<p><b><u>Humanities &amp; Fine Arts Requirements:</u></b>          Select three courses total from the list. One must be from Humanities and one from Fine Arts. (Choose only one course from the same IAI codes for general education credit. Additional courses with the same IAI code will count as elective credit toward your degree.)</p> <p><b><u>Humanities:</u></b></p> <p><i>Literature:</i> 201, 202, 203, 205, 210, 211, 223, 230  <i>History:</i> 118, 160  <i>Humanities:</i> 110, 112, 113, 203, 216</p> <p><b><u>Fine Arts:</u></b></p> <p><i>Art:</i> 115, 130 151, 152, 231, 232  <i>Music:</i> 104, 105  <i>Theater:</i> 100  <i>Communications:</i> 106</p>	<p><b>9</b></p>	<p><b><u>Humanities &amp; Fine Arts Equivalencies:</u></b></p> <p><b><u>Humanities:</u></b></p> <p>All Literature courses listed meet the <b>Literature Area of Knowledge</b>          History 118, 160 meet the <b>Historical Analysis Area of Knowledge</b>          Humanities 110, 216 meet the <b>Inquiry into Ethics and Justice Area of Knowledge</b>          Humanities 112, 113 meet the <b>Historical Analysis Area of Knowledge</b>          Humanities 203 meet the <b>Religious Studies in Context Area of Knowledge</b></p> <p><b><u>Fine Arts:</u></b></p> <p>Art 115, 130, 231, 232 meet the <b>Fine Arts Area of Knowledge</b>          Art 151, 152 meet the <b>Historical Analysis Area of Knowledge</b>          Music 104, 105 meet the <b>Fine Arts Area of knowledge</b>          Theater 100 meet the <b>Fine Arts Area of Knowledge</b>          CMS 106 meet the <b>Fine Arts Area of Knowledge</b></p>	
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<p><b><u>Social &amp; Behavioral Sciences:</u></b></p> <p>Select three (3) courses from at least two different disciplines. (Choose only one course from the list of the same IAI codes for general education credit. Additional courses with the same IAI code will count as elective credit toward the degree.)</p> <p><b><i>Anthropology:</i></b> 120, 220 <b><i>Geography:</i></b> 216 <b><i>History:</i></b> 101, 102, 115, 116, 120, 121, 130, 131, 140, 141, 151, 152, 189 <b><i>Political Science:</i></b> 150, 151, 152, 250, 251, 253 <b><i>Sociology:</i></b> 100* <b><i>Psychology:</i></b> 100</p> <p><b>* Completion of SOC 100 at ECC is recommended to meet the Quantitative Reasoning tag at Elmhurst University.</b></p>	<b>9</b>	<b>Elmhurst University Equivalencies</b>	
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Completion of THREE courses in this category at Elgin Community College satisfies Elmhurst University Integrated Curriculum requirements.

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<p><b><u>Prescribed General Electives:</u></b></p> <p><i>Choose 2 of the 3 listed options:</i>          ART 220          CDN 230          CMS 215</p> <p>In addition to the above, students will select two of the following courses listed below.</p> <p><b>Digital Marketing Communication Critical/Analysis Courses</b>          CDN 107 Intro to Digital Design <b>-OR-</b>          MKT 103 <b>-OR-</b>          CDN 219 <b>-OR-</b>          CMS 210</p>	<p><b>12</b></p>	<p><b><u>Prescribed General Electives Equivalencies:</u></b></p> <p>ART 218 Digital Imaging Studio          ART 217 Digital Video Studio          COM315 Intercultural Communication</p> <p>ART 113 Intro to Art Software <b>-OR-</b>          BUS 230 Principles of Marketing <b>-OR-</b>          CS 315 Web Design and Development <b>-OR-</b>          COM 114 Interpersonal Communication (prerequisite for COM 316)</p>	
<p><b><u>General Electives:</u></b>          Fulfill remaining elective hours from other disciplines.</p>	<p><b>10-21</b></p>		
<p><b>Total Elgin Community College Credits</b>          *Elmhurst University will accept up to 70 credits in transfer</p>	<p><b>64-70*</b></p>		

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		<p><b><u>Communication Major Requirements:</u></b></p> <p><b><i>Remaining Core Courses Post-Transfer</i></b>            BUS 334 Advertising and Integrated Marketing Campaigns            BUS 337 Social Media Strategy            COM 219 Introduction to Public Relations            COM 260 Media Writing            COM 316 Communication Theory            COM 490 or 498 Senior Seminar or Internship Capstone            ENG 303 Business and Technical Writing</p> <p>The two courses within the major not completed at ECC in the section above, must be completed at Elmhurst.</p>	<b>40</b>
		<p><b><u>Remaining Course Credits to be Completed at Elmhurst University:</u></b></p> <p><b>*** PLEASE NOTE:</b> Students may choose three different pathways to complete this coursework.</p> <ol style="list-style-type: none"> <li>1) Selecting Digital Marketing Communication Major &amp; adding different Minor.</li> <li>2) Selecting Digital Marketing Communication Major &amp; adding different Major.</li> <li>3) Completing all EUIC and elective credit requirements</li> </ol>	<b>18-24</b>
		<b>Total Elmhurst University Credits</b>	<b>128</b>