

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

College of DuPage		Elmhurst University	
Associate of Arts Degree Requirements	Credits		Credits
<u>General Education Core Curriculum Requirements:</u>	37-42	<u>General Education Equivalencies:</u>	
<p><u>Communication:</u></p> <p><i>Written:</i> ENGLI 1101 and 1102 (Grade of “C” or higher required for both courses.)</p> <p><i>Oral:</i> SPEEC 1100 (Grade of “C” or higher required.)</p>	9	<p><u>Writing & Reasoning:</u></p> <p>ENG 105 Composition I ENG 106 Composition II</p> <p>COM 213 Public Speaking</p>	
<p><u>Mathematics:</u> (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><i>Mathematics:</i> 1218, 1220, 1533, 2115, 2134, 2231, 2232, 2233</p>	3 to 5	<p><u>Mathematics:</u></p> <p><i>Mathematics:</i> MTH 110 Intro to Concepts in Mathematics and Computing, Math Proficiency Course, MTH 301 Discrete Mathematics, MTH 162 Analysis for the Business and Social Sciences, MTH 151 Calculus I, MTH 152 Calculus II, MTH 251 Calculus III</p>	

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<p><u>Physical & Life Sciences:</u></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><u>Life Sciences:</u></p> <p>Biology: 1100, 1110, 1151 Botany: 1310 Microbiology: 1420</p> <p><u>Physical Sciences:</u></p> <p>Chemistry: 1105, 1211, 1551</p> <p>Earth Science: 1101, 1102, 1110, 1115, 1122, 1124, 1126, 1130, 1140</p> <p>Physics: 1100, 1201, 2111</p>	7 to 10	<p><u>Physical & Life Sciences Equivalencies:</u></p> <p><u>Life Sciences:</u></p> <p>Biology: BIO 100 Principles of Biology, BIO 105 Environmental Biology, BIO 200 General Biology I Botany: Life Sciences Area of Knowledge Microbiology: BIO 221 Microbiology for Health Professionals</p> <p><u>Physical Sciences:</u></p> <p>Chemistry: CHM 100 Chemistry in the Natural World, CHM 101 General Chemistry, CHM 211 Chemical Principles I *(note prerequisite)</p> <p>Earth Science: GEO 102 Earth System Science, GEO 105 Intro to Atmospheric Science, PHY 212 Intro to Astronomy</p> <p>Physics: Physical Sciences Area of Knowledge, PHY-111 Introductory Physics I, PHY 121 General Physics I *(note: prerequisite)</p>	
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<p><u>Humanities & Fine Arts Requirements:</u> 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><u>Humanities:</u></p> <p>English: 1130, 1150, 1151, 1152, 1153, 1160, 1165, 2220, 2221, 2223, 2224, 2226, 2227, 2228, 2262 History: 1110, 1120, 1160, 2205, 2220, 2225, 2230, 2235 Humanities: 1102 Philosophy: 1100, 1110, 1116, 1150, 2010, 2011 Religious Studies: 1100, 1110, 1120, 1150, 2160</p> <p><u>Fine Arts:</u></p> <p>Art: 1100, 2211, 2212, 2213, 2214 English: 1135 Humanities: 1101 Music: 1100, 1104, 1115 Theater: 1100</p>	9	<p><u>Humanities & Fine Arts Equivalencies:</u></p> <p><u>Humanities:</u></p> <p>All English courses listed will meet the Literature Area of Knowledge All History courses listed will meet the Historical Analysis Area of Knowledge Humanities 1102 meets the Inquiry into Ethics and Justice Area of Knowledge Philosophy 1100, 1110, 1116 meet the Inquiry into Ethics and Justice Area of Knowledge Philosophy 1150 meets the Religious Studies in Context Area of Knowledge Philosophy 2010 and 2011 meet the Historical Analysis Area of Knowledge</p> <p><u>Fine Arts:</u> Fine Arts Area of Knowledge, ART-341, ART-342, Historical Analysis Area of Knowledge, Fine Arts Area of Knowledge, Fine Arts Area of Knowledge, MUS-310, THE-227</p>	
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<p><u>Social & Behavioral Sciences:</u></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><i>Anthropology:</i> 1100, 1130 <i>Geography:</i> 1100, 1105, 1130 <i>History:</i> 1130, 1140*, 2210, 2215, 2260* <i>Political Science:</i> 1100, 1101, 2203, 2220 <i>Sociology:</i> 1100**</p> <p>*Only one course within each group may apply toward general education core: HISTO 1140 or 2260</p> <p>** Completion of SOCIO 1100 at COD is recommended to meet the Quantitative Reasoning tag at Elmhurst University.</p>	9	<p style="text-align: center;">Elmhurst University Equivalencies</p> <p>Completion of THREE courses in this category at College of DuPage satisfies Elmhurst Integrated Curriculum requirements.</p>	
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<p><u>Prescribed General Electives:</u></p> <p>Choose 6 of the following core major requirements for EU:</p> <p>CIS 1300 + 1310 Web Design Software + HTML and CSS ENGLI 2105 Writing in the Professions GRDSN 1101 Digital Graphic Applications MARKE 2210 Principles of Marketing MARKE 2270 Digital Marketing SPEEC 1140 Public Relations SPEEC 1160 Interpersonal Communications GRDSN 2203 Advertising Design</p> <p>In addition to the above core, choose one of the following major elective courses:</p> <p>MARKE 2225 Consumer Behavior MARKE 2250 Business to Business SPEEC 2200 Intercultural Communication GRDSN 1102 Graphic Design 2 SPEEC 1130 Persuasion</p> <p>CIS 1150 Understand Computers/Information/Systems – required as prerequisite for CIS 1300 and 1310 above.</p>	<p>24</p>	<p><u>Prescribed General Electives Equivalencies:</u></p> <p>CS 315 Web Design and Development ENG 303 Business and Technical Writing ART 113 Introduction to Art Software BUS 230 Principles of Marketing BUS 338 Digital Marketing Strategy COM 219 Introduction to Public Relations COM 114 Interpersonal Communication Digital Marketing Communication Major Elective</p> <p>BUS 335 Consumer Behavior BUS 470 Seminar in Special Topics COM 315 Intercultural Communication ART 216 Introduction to Graphic Design COM 317 Persuasive Communication</p> <p>CS 111 Introduction to Software Applications and Digital Technology</p>	
<p><u>General Electives:</u></p> <p>Fulfill remaining elective hours from other disciplines.</p> <p>As part of the degree requirements at COD, students may complete the following courses:</p> <p>SPEEC 1180 Sports Communication</p>	<p>1-9</p>	<p>Both courses would count as general elective credit towards overall credits needed for graduation.</p>	

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SPEEC 2160 Argumentation and Debate			
Total College of DuPage Credits *Elmhurst University will accept up to 70 credits in transfer	64-70*		

		<p><u>Communication Major Requirements:</u></p> <p><i>Remaining Core Courses Post-Transfer</i> ART 325 Visual Communication BUS 334 Advertising and Integrated Marketing Campaigns BUS 337 Social Media Strategy (2.0 semester hours) BUS 338 Digital Marketing (2.0 semester hours) COM 260 Media Writing COM 316 Communication Theory COM 490 or 498 Senior Seminar or Internship Capstone</p> <p><i>Remaining Major Elective Courses Post-Transfer</i> If a course was completed at COD from the options given for major electives, choose one course from below. If no courses from the major elective section were completed at COD, complete two courses from below.</p> <p>ART 125, 216, 217, 218, 226, 316 BID 385 BUS 335, 352, 470 COM 315, 217, 321, 328, 420, 468 DM 299 ENG 403</p>	28-32
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		<p><u>Remaining Course Credits to be Completed at Elmhurst University:</u></p> <p>*** PLEASE NOTE: Students may choose three different pathways to complete this coursework.</p> <ol style="list-style-type: none">1) Selecting Digital Marketing Communication Major & adding different Minor.2) Selecting Digital Marketing Communication Major & adding different Major.3) Completing all Integrated Curriculum and elective credit requirements	20-36
		Total Elmhurst University Credits	128