



Marketing

College of DuPage and Benedictine University 3+1 Bachelor of Arts Degree in Management

A convenient, affordable and streamlined approach to earn a Bachelor of Arts degree in Management

Program Overview

- All classes are held at the COD Glen Ellyn campus.
- The final 39 Benedictine University credit hours are offered at a discounted tuition rate.

Who can enroll in the programs?

- Students who have completed an Associate in Applied Science (AAS) degree in Accounting, Management or Marketing at COD with a 2.00 GPA or better.
- New students interested in pursuing a Bachelor of Arts degree in Management offered by Benedictine University at College of DuPage.
- Students who graduated from COD and went elsewhere can be considered for admission for this 3+1 program if they complete any necessary prerequisites. A transcript evaluation needs to be completed by both schools.

How does the program work?

- For students earning an AAS in Marketing, the program consists of 129 credit hours, including 90 credit hours of COD courses and 39 credit hours of Benedictine University coursework.
- All additional coursework beyond the AAS degree must be completed with a grade of “C” or better.
- Students can complete both the AAS and BA degrees in optimal time.
 - Select COD courses may be taken online or in a hybrid format and, for students 21 or older, in an accelerated format.
 - The final 39 Benedictine University credit hours are delivered in accelerated and blended formats.
- Students should apply for admission to Benedictine University **one full semester** prior to starting Benedictine coursework.

The Advantage

The 3+1 program allows students to complete their AAS degree from College of DuPage. Once completed, our students are allowed to take additional courses beyond their degree from COD paying our much lower tuition rates. The final year of classes are taught by Benedictine University faculty and are offered on College of DuPage’s campus at a significantly reduced rate, making the goal of continuing an education a reality for more students. This program exemplifies College of DuPage’s mission to make education more affordable for its students while stressing academic quality, first-class faculty and extraordinary learning environments.

(Academic Plan on back.)

For more information contact:

Justin Hardee
Transfer Coordinator
College of DuPage
425 Fawell Blvd.
Glen Ellyn, IL 60137
(630) 942-3977
3plus1@cod.edu

Walter Moore
Senior Associate Director of Enrollment
Benedictine University
(630) 829-6106
Email: wmoore@ben.edu

cod.edu/3plus1



Benedictine
University

AAS in Marketing

3+1 Agreement between College of DuPage and Benedictine University

Associate in Applied Science (A.A.S.) in Marketing/Bachelor of Arts (B.A.) in Management

Academic Plan

COLLEGE OF DUPAGE

Courses for Years 1 and 2

Management Program Requirements

ECON 2201	Macroeconomics* (Social and Behavioral Science)	3
PHIL 1114	Business Ethics (Humanities)	3
ACCOU 2140	Financial Accounting*	4
MARKE 2270	Internet and Social Media	3
MARKE 2210	Principles of Marketing*	3
MARKE 2220	Principles of Selling	3
MARKE 2230	Principles of Retail	3
MARKE 2240	Advertising	3
BUSIN 1100	Introduction to Business	3
BUSLW 2211	Business Law I	3
CIS 1221	Introduction to Spreadsheets	3
CIS 1150	Introduction to Computer Information Systems	3
MANAG 2210	Principles of Management	3
MARKE 2225		3

OR

MARKE 2250 (ADDL REQUIREMENT)

PROGRAM ELECTIVES

Refer to COD degree audit for list of courses. Do not take BUSIN 2255 International Business.

ACCOU 2150	Managerial Accounting*	9
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(Program elective and Benedictine required course)

General Education

ENGLISH 1101	English Composition I*	3
SPEECH 1100	Fundamentals of Speech Communication*	3
IAI PHYSICAL SCIENCE		4-5
OR		
IAI LIFE SCIENCE**		
MATH 1428	College Algebra with Applications*(or higher)	3

COLLEGE OF DUPAGE

Courses for Year 3

Prerequisite Courses for Benedictine Year 4 Courses

MATH 1635	Statistics*	4
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Must take as required for program

Additional Required Coursework

ENGLISH 1102	English Composition II*	3
ECON 2202	Microeconomics*	3
IAI HUMANITIES		3
IAI FINE ARTS		3
IAI LIFE SCIENCE		3-5
OR		
IAI PHYSICAL SCIENCE**		
SOCIAL SCIENCE (PSYC 1100 or SOC 1100)		3
Total Semester Credit Hours Transferring from COD		90

CREDITS

BENEDICTINE UNIVERSITY

Courses for Year 4

Management Courses

IDS 201 Catholic and Benedictine Intellectual Traditions	3
IDS 301 Human Dignity or the Common Good	3
MGT 217 Group Dynamics and Learning Strategies*	3
CIS 127 Information Technology in Management*	3
MGT 300 Management*	3
MGT 268 Managing Workplace Relationships*	3
MGT 251 Business Statistics II*	3
MGT 320 Organizational Behavior*	3
BALT 301 Managerial Decision Making Under Uncertainty*	3
MGT 303 Management Labor Relations*	3
INTB 302 International Management*	3
MGT 323 Group Processes*	3
MGT 387 Management Capstone*	3

Semester credit hours completed at Benedictine 39

Notes

Students must apply and be accepted into school prior to taking 3rd year courses. Not doing so will result in not receiving financial aid. The COD coursework in year 1 and 2 do not have to be completed in two years in order to participate in the 3+1 program. Please consult with the partner institution to which you are applying about the best time to complete the application for admission to the 3+1 partner school. Typically, this takes place 1-2 semester prior to the completion of the AA or AAS degree.

* Courses must be completed with a grade of C or better.

** Both an IAI Life Science or an IAI Physical Science course will fulfill the General Education requirement. However, both a life science and a physical science must be completed to fulfill the requirements for the B.A. in Management program.

Students cannot enroll in Benedictine Year 4 courses until the A.A.S. in Marketing from COD is conferred and Benedictine prerequisite courses are successfully completed.

The A.A.S. in Marketing at COD must be completed and conferred in order to validate this plan.

All COD and Benedictine coursework listed on this Academic Plan must be completed before the B.A. in Management degree will be conferred.