



City Colleges of Chicago Transfer Guide Bachelor of Science in Marketing

Available at:
NEIU Main Campus (Chicago, IL)

Why Choose Northeastern?

Northeastern Illinois University is committed to providing an affordable education. That's why our tuition and fees are among the most affordable of the Illinois public universities. We offer a **tuition guarantee program** that guarantees incoming students the same tuition rate for four years.

Northeastern offers more than 50 undergraduate degree and certificate programs, with classes on weekdays, evenings, weekends, and online. Small class sizes allow for students to pursue a more personal academic experience in one of the most ethnically diverse universities in the nation.

Marketing Program Description

Marketing is an essential function in any business; it deals with the strategic and tactical planning activities of organizations which develop, price, promote, and distribute goods and services aimed at meeting the needs of customers through commercial exchanges. The marketing courses are designed to provide students with a foundation of marketing theory and practice in manufacturing and service organizations in both for profit and non-profit sectors. Students majoring in marketing can choose from a variety of career areas. Marketing majors can choose to complete their major courses either on-campus or online.

The College of Business and Management is accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB) and is among the top five percent of the worldwide business schools offering degree programs. See the [Dean's Welcome](#) for four compelling features to study in the College of Business and Management.

Contact Information

Northeastern Illinois University Transfer Center: Students who have questions about the program prior to admission may contact the Northeastern Transfer Center at (773) 442-4076 or email TransferSteps@neiu.edu.

College of Business and Management: Students who have questions about any of the programs in business prior to admission may contact the Program Advisement Office at (773) 442-6111 or email at P-Advise@neiu.edu.

Admission Requirements

- Students must have earned a minimum cumulative grade point average of 2.0 or higher for all college or university course work attempted. Students must be in good academic standing at the last college or university attended.
- Required documents are: application for admission, \$30 nonrefundable application fee, and official transcripts from all colleges and universities.
- Additional admission and application materials, including the option to apply online can be found at www.neiu.edu/Transfer.
- Application deadlines are as follows:

Semester Applying	Deadline to Apply	International Student Deadline to Apply
Fall	August 1	June 15
Spring	December 1	October 1
Summer I	April 1	March 1
Summer II	May 1	April 1

Admission Requirements for the College of Business and Technology

- Fulfill the general education requirements (business majors only)
- Complete Foundation courses with a grade of “C” or better and a GPA of 2.50 or higher (business majors only)
- Complete a minimum of 60 college-level credit hours with a GPA of 2.0 or higher (business majors only)
- Declare a major with the Program Advisement Office

General Education Requirements

Three options are available to students who plan to complete their General Education requirements at City Colleges of Chicago.

- **Associate of Arts or Associate of Science degree:** Students who transfer with an approved Illinois Community College Board (ICCB) Model Associate of Arts or Associate of Science degree will have met Northeastern Illinois University’s General Education requirements. For information regarding completing an Associate of Arts or Associate of Science at CCC, including assistance with course selection, please visit Advising Services at CCC. More information is available at their website (<http://www.ccc.edu/departments/Pages/Advising.aspx>) or by calling (773) 265-5343.
- **Completion of the Illinois Articulation Initiative (IAI):** Students who transfer after completing the Illinois Articulation Initiative (IAI) will have met their General Education requirements.
- **Transfer Course Lists for City Colleges of Chicago:** Students may choose to meet their General Education requirements by selecting courses from Northeastern’s Transfer Course Equivalency Guides, available at: www.neiu.edu/Transfer. *When choosing this option, please use the following Northeastern Illinois University General Education guide:*

Northeastern Illinois University General Education Program		
The General Education Program requires a minimum of 39 credit hours of courses distributed among 6 areas.		
Northeastern Illinois University Requirement	Credits	City Colleges of Chicago Equivalent (if any)
Math / Quantitative Reasoning – one course (3 hours)	3	<ul style="list-style-type: none"> • This requirement can be met by completing MATH 144 Finite Mathematics with a grade of “C” or better.
Social / Behavioral Sciences 3 courses (9 hours)	9	<ul style="list-style-type: none"> • ECON 201 Principles of Economics I • ECON 202 Principles of Economics II • No more than two courses from the same department may be used.
Natural Sciences 3 courses (9 hours)	9	<ul style="list-style-type: none"> • No more than two courses from the same department may be used. • One course must have a lab component.
Fine Arts 2 courses (6 hours)	6	<ul style="list-style-type: none"> • No more than one course from the same department may be used.
Humanities 3 courses (9 hours)	9	<ul style="list-style-type: none"> • PHIL 107 Ethics • No more than two courses from the same department may be used. • No more than two foreign language courses may be used to fulfill this requirement.
Non-General Education University Requirements (3-6 hours)	3-6	<ul style="list-style-type: none"> • ENGLISH 101 Composition I at City Colleges of Chicago with a grade of “C” or better. • Improving Human Relations requirement – can be met with PHIL 107 Ethics.

Degree Plan*

D: Degree GECC: General Education Core Curriculum		Semester-by-Semester Program Plan for Full-Time Students			
*All plans can be modified to fit the needs of part-time students by adding additional semesters					
D	GECC	Semester 1	CCC Category	NEIU Category	Next Actions
•	•	ENGLISH 101 Composition I (3)	Communication	Writing Requirement Business Foundation – ENGL 101	DO THIS – Meet with advisor to discuss academic goals and plan coursework
•	•	ECON 201 Principles of Economics I (3)	Social Science	General Education Business Core – ECON 215	
•	•	Fine Arts Course (3)	Fine Arts	General Education	
•	•	PHIL 107 Ethics (3)	Humanities	General Education Human Relations Business Foundation – PHIL 213	
•		BUSINES 214 Legal & Social Environment of Business (3)	Elective	Business Foundation Business Core – BLAW 285	
15 Credit Hours					
D	GECC	Semester 2	CCC Category	NEIU Category	Next Actions
•	•	ENGLISH 102 Composition II (3)	Communication	Business Foundation – ENGL 102	DO THIS – Mid-term check-in with advisor DO THIS – Apply to NEIU's Guaranteed Admission Program (GAP)
•	•	Life Science or Physical Science Course (3-4)	Life/Physical Science	General Education	
•	•	ECON 202 Principles of Economics II (3)	Social Science	General Education Business Foundation Business Core – ECON 217	
•	•	SPEECH 101 Fund of Speech Comm (3)	Communication	General Education	
•		MATH 140 College Algebra (4)	Prerequisite	Math/Quantitative Reasoning	
16-17 Credit Hours					
D	GECC	Semester 3	CCC Category	NEIU Category	Next Actions
•	•	Life Science or Physical Science Course (3-4)	Life/Physical Science	General Education	DO THIS – Mid-term check-in with advisor
•		Elective Course (3)	Elective	Elective	
•	•	MATH 144 Finite Mathematics (4)	Mathematics	Math/Quantitative Reasoning Business Foundation – MATH 165	DO THIS – Begin seeking additional four-year funding DO THIS – Apply for admission to NEIU
•		BUSINES 181 Financial Accounting (4)	Elective	Business Foundation Business Core – ACTG 201	
14-15 Credit Hours					
D	GECC	Semester 4	CCC Category	NEIU Category	Next Actions
•	•	Social Science Course (3)	Social Science	General Education	DO THIS – Petition to graduate COMPLETION of Associate of Arts Degree DO THIS – Register for NEIU orientation (once admitted)
•	•	Humanities or Fine Arts Course (3)	Humanities/Fine Arts	General Education	
•		Elective Course (4)	Elective	Elective	
•		BUSINES 182 Managerial Accounting (4)	Elective	Business Foundation Business Core – ACTG 202	
14 Credit Hours					
MINIMUM TOTAL AA CREDIT HOURS: 60					
WRITTEN DEGREE PLAN CREDIT RANGE: 60-61					

Notes:

- All City Colleges of Chicago students must complete the Human Diversity requirement as part of their associate's degree. See your City Colleges of Chicago advisor for course options.
- All students who earn an Associate of Arts Degree from City Colleges of Chicago enter Northeastern with 64 hours of transfer credit, even if they have earned fewer than 64 credit hours. See the [NEIU Transfer Policy](#) for further information.

Northeastern Illinois University		
<i>All plans can be modified to fit the needs of part-time students by adding additional semesters</i>		
Semester 5	NEIU Category	Next Actions
ABF 350 Management Information Systems (3)	Business Core ELE-X Requirement	DO THIS – Meet with Program Advisement in the College of Business and Technology (CBT)
FINA 360 Principles of Financial Management (3)	Business Core	
MKTG 350 Principles of Marketing (3)	Business Core	
MNGT 368 Business Statistics (3)	Business Core	
MNGT 370 WIP: Managing Global Business Organization (3)	Business Core WIP Requirement	
15 Credit Hours		
Semester 6	NEIU Category	Next Actions
MKTG 351 Consumer Behavior (3)	Major Requirement	DO THIS – Meet with your CBT advisor
MKTG 353 Marketing Research (3)	Major Requirement	
MNGT 377 Production/Operations Management (3)	Business Core	
Marketing Elective (3)	Major Requirement	
Any Level Elective (3)	Elective	
15 Credit Hours		
Semester 7	NEIU Category	Next Actions
MKTG 358 International Marketing (3)	Major Requirement	DO THIS – Meet with your CBT advisor
MNGT 379 Business Analytics (3)	Business Core	
MKTG 359 Marketing Management (3)	Major Requirement ELE-DS Requirement	DO THIS – Apply for graduation
Marketing Elective (3)	Major Requirement	
Any Level Elective	Elective	
15 Credit Hours		
Semester 8	NEIU Category	Next Actions
MNGT 393 Strategic Management (3)	Major Requirement ELE-DS Requirement	DO THIS – Meet with your CBT advisor
Marketing Elective (3)	Major Requirement	
Any Level Elective (3)	Elective	DO THIS – Meet with Career Services for career counseling
Any Level Elective (2)	Elective	
11 Credit Hours		
COMPLETION of Bachelor of Science Degree		
BACHELOR'S DEGREE MINIMUM TOTAL: 120 CREDIT HOURS		

***Note:** All College of Business and Technology major students need a minimum 2.50 cumulative GPA and a minimum 2.50 major GPA in order to graduate.

Financial Aid and Scholarships

For information about financing your education at Northeastern, including Financial Aid and Scholarship opportunities, please see our website: <http://www.neiu.edu/financial-aid/>. You may also contact our Financial Aid Office directly at (773) 442-5016 or email Financial-Aid@neiu.edu. If you are completing the Free Application for Federal Student Aid (FAFSA), Northeastern's federal School code is **001693**.

Provost and Deans Merit Scholarships for TRANSFER students*:

Scholarship	Amount Awarded	Credit Hour Requirement	GPA Requirement	Residency Requirement	NEIU Enrollment Requirement
Provost Merit	\$2,000	60+ credit hours	3.50 GPA	Illinois Residency	Full-Time (12+ credit hours)
Dean's Merit	\$1,000	60+ credit hours	3.0 GPA	Illinois Residency	Full-Time (12+ credit hours)

Until all of the scholarships are awarded, students who meet these qualifications will automatically be considered for the Provost and Deans Merit Scholarships at the time of applying for admission to Northeastern. Completing an additional application is not necessary. The Office of Scholarships may be reached at (773) 442-4606 or scholarships@neiu.edu.