

Appendices

Appendix A

AIU Bachelor of Business, Marketing Program

WP Bachelor of Science in Marketing with a concentration in Digital Marketing

WP	WP Credits	AIU/equivalent
Semester 1 (AIU)		
		MATH214 Pure Math of Business
ACCT2110 Financial Accounting	3	ACC111 Princ of Financ Accounting
MGT2000 Principles of Management	3	MGT122 Principles of Management
ECON2020 Microeconomic Principles	3	FIN101 Fundamentals of Microeconomics
WP General Education Required Course	3	CSE013 Introduction to IT-UC
World Language Course	3	LAN112 Critical Thinking-UC
		ADL123 First-Aid -UE
15		
Semester 2 (AIU)		
ACCT2120 Managerial Accounting	3	ACC112 Principles of Managerial Accounting
MATH1170 Business Math	3	MAT215 Mathematics of Finance
		MGT123 Organization Behavior
ECON2010 Macroeconomic Principles	3	FIN102 Fundamentals of Macroeconomics
MGT 3600 INNOV & SOCIAL ENTREPRENE	3	MGT222 Entrepreneurship and Innovation
		LIB116 Research Skills and Analysis-UC
12		
Summer		
(AIU)		
World Language Course	3	LAN111 English-2- UC

WP General Education Required Course	3	HIS111 Introduction to History of Civilizations - UE
6		
Semester 3 (AIU)		
ECON2100 Business Statistics I	3	MAT131 Probability & Statistics I
	3	ACC211 Intermediate Accounting I
MKT2100 Principles of Marketing	4	MKT241 Marketing Principles
	3	MGT221 Human Resource Management
WP General Education Required Course	3	GEO217 Climate Change and Sustainability-UC
WP General Education Required Course	3	DVA014 Introduction to the Arts -UE
19		
Semester 4 (AIU)		
ECON2110 Business Statistics II	3	MAT231 Probability & Statistics II
	3	ACC212 Principles of Cost Accounting
MGT4310 Operations Management	3	MGT321 Operations Management
	3	MKT242 Marketing Management
	3	BIS352 E-Comm & E-Business
	0	LAN114 Literary/Artistic Appreciation-UC
15		
Summer		
(AIU)		
		MKT344 Internship
E2		
Semester 5 (AIU)		
	3	FIN231 Finance

MKT3200 Consumer Behavior	3	MKT341 Consumer Behavior
	3	MKT343 Service Marketing
	3	MKT441 Integrated Marketing Communications
	3	E1
	0	E2
15		
Semester 6 (AIU)		
	3	MKT444 Product & Brand Management
	3	E1
	3	MGT422 Organization Theory & Design
	3	E2
	3	MKT449 Graduation Project
15		
Semester 7 (WP)		
MKT 3320 Digital Marketing	3	MKT443 Digital Marketing
MKT3321 or 3323 Social Media Marketing or Consumer Analytics	3	
FIN 3200 Corporate Finance	3	FIN331 Financial Management
MKT3160 Global Marketing	3	MKT442 International Marketing
MKT4650 Marketing Research	3	MKT342 Market Research
PENB 1007 Professional Enrichment 7	0	
15		
Semester 8 (WP)		
MGT 4600 Bus. Strategy Policy	3	MGT425 Strategic Management
MKT 4820 Marketing Management	3	
MGT3050 Management Info. Systems	3	BIS251 Business Information Systems
MGT3550 Values, Ethics & Sustainability	3	MGT323 Business Ethics - E1

RPS2100 Negotiation	3
PENB 1008 Professional Enrichment 8	0
	15
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Notes:

1. William Paterson University will accept all degree credits under this program-to-program articulation agreement, including up to half of the William Paterson University major required credits. All students must complete thirty credits at WP to satisfy the university's credit residency requirement.
2. Students who complete the first three years at AIU have fulfilled the World Language Requirement.
3. WP Online students should always check with their advisor and/or refer to the semester course schedule when choosing electives, as elective course offerings may vary each semester.
4. The WP degree requirements include LAW2010 (Legal Environment of Business). Students planning to seek employment in the US are advised to take that course at WP. Students who do not plan to seek employment in the US may take an equivalent AIU legal course instead. All students must take one of these courses.
5. For students who complete the business degree program articulated in Appendix A, AIU will award a Bachelor of Business, Marketing Program. For students who complete the business degree program articulated in Appendix A, WP will award a Bachelor of Science in Marketing with a concentration in Digital Marketing.