



WESTERN
ILLINOIS
UNIVERSITY

INTEGRATED BACCALAUREATE DEGREE IN MARKETING (BB) AND MASTER OF BUSINESS ADMINISTRATION (MBA)

Higher Values in Higher Education
Academic Excellence • Educational Opportunity
Personal Growth • Social Responsibility

The Bachelor of Business in Marketing (MKTG)/Master of Business Administration (MBA) integrated degree program provides an opportunity for outstanding undergraduate Marketing majors to complete both a Bachelor of Business degree in Marketing and an MBA in five years. The integrated degree allows a student to begin taking up to 6 semester hours of MBA courses during the senior year and to count these courses toward both undergraduate and graduate degree requirements.



Admission Requirements

Admission into the integrated MKTG/MBA degree program requires the following:

- A minimum of 90 semester hours (SH) completed
- A major in Marketing
- A minimum 3.4 cumulative grade point average
- A minimum 3.0 GPA in MBA Foundation courses

Benefits of an Integrated Degree

1. **Start graduate courses earlier.** Integrated degree students may take two graduate courses during their senior year that can count toward both undergraduate degree and MBA requirements (called “bridge” courses). As a result, integrated degree students get a “jump start” on their MBA degree.
2. **Saves money.** Integrated degree students have 6 SH fewer of tuition/fee expenses, and they can “lock in” the tuition rate in the *Graduate Catalog* from when they first continually enroll at WIU. The net savings in tuition and fees for an integrated degree student who started at WIU as a freshman is over \$4,000 compared to a student who did not pursue an integrated degree.
3. **Waiver of GMAT requirement.** Integrated degree students can be admitted into the WIU MBA program without a Graduate Management Admissions Test (GMAT) score that is typically required of other students (a savings of \$250).
4. **Enter the job market earlier.** Integrated degree students finish their MBA at least one semester earlier than they would if they did not participate in an integrated degree program.

Integrated Degree Requirements

Undergraduate Degree Requirements – Bachelor of Business in Marketing

University General Education Requirements (43 SH)

Business Core Courses (33 SH)

Department Core Courses (24 SH)

CS 302; MKTG 329, 331, 337, 429, 497; SCM 211

Directed Electives¹ (15 SH)

Choice of any five of the following: any 300- or 400-level MKTG courses or GCOM 217. No more than 3 SH of MKTG 400 may be applied toward this total.

Open Electives² (5-8 SH)

Other (15 SH)

Natural Science/Mathematics: MATH 137 and STAT 171

Social Sciences: ECON 231, 232, and either PSY 100 or SOC 100

¹ MKTG 576B (required bridge course) would fulfill a Directed Elective requirement.

² The second bridge course would fulfill an Open Elective requirement.

Graduate Degree Requirements – Master of Business Administration (MBA)

Core Courses (18 SH)

ACCT 547, DS 533 or MGT 540, ECON 538, FIN 565, IS 524, MKTG 576B³, BAT 611

Directed Elective⁴ (3 SH)

Concentration Courses⁴ (to be chosen in consultation with the MBA advisor) (9 SH)

Integrative Course (MGT 590) (3 SH)

³ Required bridge course.

⁴The second bridge course could satisfy a Directed Elective or Concentration Course requirement.

Other Available Bridge Courses

ACCT 457G/B; DS 435G/B, 490G/B; ECON 420G/B, 425G/B, 432G/B, 435G/B, 445G/B, 460G/B, 470G/B, 471G/B, 487G/B; MGT 474G/B

An MBA Program Designed for You

Students in the MBA program experience many key benefits:

- Course content that prepares MBA students for careers around the world
- Daytime and evening course schedules that fit into busy lifestyles
- Affordable tuition rates that can put an MBA degree within reach



- Internship and assistantship opportunities allow students to combine work and education
- Small classes (less than 25 students per class) taught by full-time faculty provide opportunities for building personal relationships with professors and mentors for assistance and professional development

Facilities

The College of Business and Technology recognizes the importance of access to the most up-to-date facilities and information. This includes state-of-the-art computer laboratories with access to specialized software and technology specific to the various business disciplines. In addition, the University's system of libraries is among the best in the Midwest. Each of Western's libraries is a part of ILLINET Online, a computerized network of the major libraries in Illinois. The network provides students with quick access to the holdings of 65 other Illinois libraries with more than 19 million volumes.

Accreditation

Western's MBA has earned accreditation in both business and accounting by the AACSB International, designating Western Illinois University as among the best business schools in the world. Less than one-third of U.S. business schools and only 15% of business schools worldwide meet the rigorous standards of AACSB International accreditation. As a member institution, Western's MBA has confirmed a commitment to quality and continuous improvement through a rigorous and comprehensive peer review process. AACSB International accreditation ensures that Western's MBA degree program is committed to providing the highest-calibre education and experiences for our student professionals.

Graduate Assistantships

Students can apply for tuition assistance via a graduate assistantship. The College of Business and Technology annually awards internal graduate assistantships to students desiring to work directly with business faculty. These assistantships are highly competitive and are awarded based on the student's GMAT score, GPA, and personal recommendations. Additional assistantships are available campuswide.

Western Illinois University is an Affirmative Action and Equal Opportunity employer with a strong commitment to diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including, but not limited to, minorities, women, and individuals with disabilities. WIU has a non-discrimination policy that includes sex, race, color, sexual orientation, gender identity and gender expression, religion, age, marital status, national origin, disability, and veteran status.

Career Opportunities

After completion of the MBA, many exciting careers are available. The College of Business and Technology works with an active placement office. AT&T, BP Amoco, Caterpillar, Edward Jones, IBM, John Deere, Kraft Foods, and State Farm Insurance are just a few of the companies and corporations which employ Western's MBA graduates.

Contact Information

For admissions process and general program information, contact the School of Graduate Studies, Western Illinois University, 1 University Circle, Macomb, IL 61455, (309) 298-1806, (877) WIU GRAD toll-free, Grad-Office@wiu.edu, wiu.edu/grad.

For specific program questions, contact William Polley, Interim Associate Dean and MBA Director, College of Business and Technology, WJ-Polley@wiu.edu, Stipes Hall 101, Western Illinois University, 1 University Circle, Macomb IL 61455, (309) 298-2442, wiu.edu/cbt.