## PROGRAM ARTICULATION DEGREE PLAN

**College of DuPage**  
*2020-2021*

**Southern Illinois University Carbondale**  
BS - Marketing (MKTG) - 120 Hours

<table>
<thead>
<tr>
<th>University Core Curriculum (UCC) - 39 hrs*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hrs</strong></td>
</tr>
<tr>
<td>UNIV 101</td>
</tr>
<tr>
<td>NA</td>
</tr>
<tr>
<td>SPEEC 1100</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>ENGLI 1101</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>ENGLI 1102</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>MATH 1533</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>ECONO 2201</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>ECONO 2202</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>PSYCH 1100 -or- SOCIO 1100</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>T</td>
</tr>
<tr>
<td>Humanities Elective</td>
</tr>
<tr>
<td>HUMANITIES</td>
</tr>
<tr>
<td>See SIUC Transfer Equivalency Guide</td>
</tr>
<tr>
<td>Humanities Elective</td>
</tr>
<tr>
<td>HUMANITIES</td>
</tr>
<tr>
<td>See SIUC Transfer Equivalency Guide</td>
</tr>
<tr>
<td>Physical Science Elective</td>
</tr>
<tr>
<td>PHYSICAL SCIENCE</td>
</tr>
<tr>
<td>See SIUC Transfer Equivalency Guide</td>
</tr>
<tr>
<td>Life Science Elective</td>
</tr>
<tr>
<td>LIFE SCIENCE</td>
</tr>
<tr>
<td>See SIUC Transfer Equivalency Guide</td>
</tr>
<tr>
<td>Fine Arts Elective</td>
</tr>
<tr>
<td>FINE ARTS</td>
</tr>
<tr>
<td>See SIUC Transfer Equivalency Guide</td>
</tr>
<tr>
<td>HUMAN HEALTH</td>
</tr>
<tr>
<td>MULTICULTURAL</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

*An AA from an accredited Illinois community college satisfies UCC requirements

## Program Requirements

| Electives | 4 |
| Financial Accounting | 4 |
| ACCO 2140 | ACC 220 |
| Accounting II-Financial |
| Managerial Accounting | 4 |
| ACCO 2150 | ACC 230 |
| Accounting II-Managerial |
| Legal Environ Busi -or- Busi Law I | 3 |
| BUSLW 2205 -or- 2211 | FIN 270 -or- 280 |
| Legal & Social Envir Busi -or- Busi Law I |
| Statistics | 4 |
| MATH 1635 | MGMT 208 |
| Business Data Analysis |
| Calculus: Bus & Social Sci | 4 |
| MATH 2134 | MATH 140 |
| Short Course in Calculus |
| Business Correspondence | 3 |
| OFTI 1130 | MGMT 202 |
| Business Communications |
| | 26 |
| BUS 101 | Open for Business |
| 2 |
| BUS 202 | Business Career Transitions |
| 2 |
| FIN 330 | Intro to Finance |
| 3 |
| MGMT 304 | Intro to Management |
| 3 |
| MGMT 318 | Production-Operations Mgmt |
| 3 |
| MGMT 345 | Computer Information Systems |
| 3 |
| MGMT 481 | Administrative Policy |
| 3 |
| MKTG 304 | Principles of Marketing |
| 3 |
| CoBA Elective 300/400 level | ACCT, BSAN, FIN, MGMT, MKTG |
| 3 |
| MKTG 305 | Consumer Behavior |
| 3 |
| MKTG 329 | Marketing Channels & Logistics |
| 3 |
| MKTG 363 | Integrated Marketing Communications |
| 3 |
| MKTG 480 | Marketing Research & Analysis |
| 3 |
| MKTG 493 | Marketing Strategy |
| 3 |
| Marketing Electives | 9 |
| Electives |

| Total semester hrs completed w/AA degree: | 64 |
| Total semester hrs completed w/BS degree: | 120 |

| Total hrs to BS degree: | 120 |