

PROGRAM ARTICULATION DEGREE PLAN			
Danville Area Community College 2020-2021		Southern Illinois University Carbondale	
AAS Marketing - 64 hrs		BS Marketing (MKTG) - 120 hrs	
		UCC Capstone Option - 30 hrs	
		Hrs	Hrs
		UNIV 101	Saluki Success
SPCH 101	Oral Communication	3	CMST 101
ENGL 101	Rhetoric & Composition I	3	ENGL 101
			ENGL 102
MATH 135	Introductory Analysis II	3	MATH 139
CECN 102	Microeconomic Principles	3	ECON 240
			ECON 241
			PSYC 102 -or- SOC 108
	Humanities Elective	3	HUMANITIES
			HUMANITIES
			PHYSICAL SCIENCE
			LIFE SCIENCE
			FINE ARTS
			HUMAN HEALTH
			MULTICULTURAL
		15	
			18
Program Requirements		Program Requirements	
BMGT 104	Interpersonal Relationships	3	Any courses not articulated will be used to satisfy general elective credit
BMGT 117	Principles of Marketing	4	
BMGT 118	Professional Selling	3	
BMGT 201	Digital Promotional Strategy	3	
BMGT 202	Content Creation	3	
BMGT 213	Principles of Advertising	4	
BMGT 244	Digital Marketing	3	
BOFF 225	Spreadsheet Applications	3	
BOFF 253	Social Media for Business	3	
BOFF 255	Digital Presentations	3	
BOFF 260	Professional Development	2	
BOFF 270	Marketing Analytics	3	
BOFF 275	Social Media Management	3	
INST 101	Success in College	1	
Marketing Electives		6	
		47	
		MATH 140	Short Course in Calculus
		ACCT 220	Accounting I-Financial
		ACCT 230	Accounting II-Managerial
		BUS 101	Open for Business
		BUS 202	Business Career Transitions
		FIN 270 -or- 280	Legal & Social Envir Business -or- Business Law I
		FIN 330	Intro to Finance
		MGMT 202	Business Communications
		MGMT 208	Business Data Analysis
		MGMT 304	Intro to Management
		MGMT 318	Production-Operations Management
		MGMT 345	Computer Information Systems
		MGMT 481	Administrative Policy
		MKTG 304	Principles of Marketing
		CoBA Elective 300/400 level	ACCT, BSAN, FIN, MGMT, MKTG
		MKTG 305	Consumer Behavior
		MKTG 329	Marketing Channels & Logistics
		MKTG 363	Integrated Marketing Communications
		MKTG 480	Marketing Research and Analysis
		MKTG 493	Marketing Strategy
		Marketing Electives	300/400 level
			68
Total semester hrs completed with AAS degree:		62	Total semester hrs completed with BS degree:
			86
			Total hrs to BS degree:
			148
Degree Plan updated on 10/13/2020 by SG			