

PROGRAM ARTICULATION DEGREE PLAN				
Heartland Community College	2023-2024	Southern Illinois University Carbondale		
AA Business - 60 Hours		BS Marketing (MKTG) - 120 Hours		
		University Core Curriculum (UCC) - 39 hrs*		
		Hrs	Hrs	
		UNIV 101	Saluki Success	
COMM 101	Intro to Oral Communication	3	CMST 101	
ENGL 101	Critical Reading & Writing	3	ENGL 101	
ENGL 102	Multimodal Composition	3	ENGL 102	
MATH 111	Finite Math for Business & Soc Sci	4	MATH 139	
ECON 101	Prin of Microeconomics	3	ECON 240	
ECON 102	Prin of Macroeconomics	3	ECON 241	
PSY 101 -or- SOC 101	Intro to Psyc -or- Intro to Soc	3	PSYC 102 -or- SOC 108	
	Humanities Elective	3	HUMANITIES	
	Humanities Elective	3	HUMANITIES	
	Physical Science Elective	4	PHYSICAL SCIENCE	
	Life Science Elective	3	LIFE SCIENCE	
	Fine Arts Elective	3	FINE ARTS	
			HUMAN HEALTH	
			MULTICULTURAL	
		38		
*An AA from a regionally accredited Illinois community college satisfies UCC requirements				
Program Requirements		Program Requirements		
Electives		3	Any courses not articulated will be used to satisfy general elective credit	
ACCT 200	Financial Accounting	4	ACCT 220	Accounting I-Financial
ACCT 201	Managerial Accounting	4	ACCT 230	Accounting II-Managerial
BTEC 115	Business Communications	3	MGMT 202	Business Communications
MATH 141	Intro to Statistics	4	MGMT 208	Business Data Analysis
MATH 151	Calculus for Business & Social Science	4	MATH 150 (sub for MATH 140)	Calculus I
		22		
		BUS 101	Open for Business	2
		BUS 202	Business Career Transitions	2
		FIN 270 -or- 280	Legal & Social Environment of Business -or- Business Law I	3
		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, ECON, FIN, HTEM, MGMT, MKTG, PADM	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
		MKTG Electives	300/400 level	9
		Electives		8
				60
<b>Total semester hrs completed w/AA degree:</b>		<b>60</b>	<b>Total semester hrs completed w/BS degree:</b>	
			<b>Total hrs to BS degree:</b>	
			<b>120</b>	
*ECON/HTEM/PADM courses taken at a lower level that transfer as upper level courses will not satisfy this requirement				
Degree Plan updated on 8/15/2023 by SG				