

PROGRAM ARTICULATION DEGREE PLAN					
Heartland Community College 2023-2024			Southern Illinois University Carbondale		
AS General - 60 Hours			BS Marketing (MKTG) - 120 Hours		
			University Core Curriculum (UCC) - 39 hrs*		
		Hrs			Hrs
COMM 101	Intro to Oral Communication	3	UNIV 101	Saluk Success	NA
ENGL 101	Critical Reading & Writing	3	CMST 101	Intro Oral Communication	T
ENGL 102	Multimodal Composition	3	ENGL 101	English Composition I	T
MATH 111	Finite Math for Business & Soc Sci	4	ENGL 102	English Composition II	T
MATH 141	Intro to Statistics	4	MATH 139	Finite Math	T
ECON 101	Prin of Microeconomics	3	MGMT 208	Business Data Analysis	T
PSY 101 -or- SOC 101	Intro to Psyc -or- Intro to Soc	3	ECON 240	Intro to Microeconomics	T
	Humanities Elective	3	PSYC 102 -or- SOC 108	Intro to Psyc -or- Intro to Soc	T
			HUMANITIES	See SIUC Transfer Equivalency Guide	T
			HUMANITIES		NA
	Physical Sciences Elective	4	PHYSICAL SCIENCE	See SIUC Transfer Equivalency Guide	T
	Life Sciences Elective	3	LIFE SCIENCE	See SIUC Transfer Equivalency Guide	T
	Physical -or- Life Sciences Elective	3	PHYSICAL -OR- LIFE SCIENCE	See SIUC Transfer Equivalency Guide	T
	Fine Arts Elective	3	FINE ARTS	See SIUC Transfer Equivalency Guide	T
			HUMAN HEALTH		NA
			MULTICULTURAL		NA
		39			0
			*An AS 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	T
ACCT 201	Managerial Accounting	4	ACCT 230	Accounting II-Managerial	T
BTEC 115	Business Communications	3	MGMT 202	Business Communications	T
ECON 102	Prin of Macroeconomics	3	ECON 241	Intro to Macroeconomics	T
MATH 151	Calculus for Business & Social Science	4	MATH 150 (sub for MATH 140)	Calculus I	T
		21			
			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
Total semester hrs completed w/AS degree:		60	Total semester hrs completed w/BS degree:		60
			Total hrs to BS degree:		120
*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					