

PROGRAM ARTICULATION DEGREE PLAN								
Illinois Eastern Community Colleges 2022-2023			Southern Illinois University Carbondale					
AAS Marketing Business Management - 67 Hours			BS Marketing (MKTG) - 120 Hours					
			UCC CAPSTONE OPTION - 30 Hrs					
			Hrs	Hrs				
			UNIV 101	Saluki Success	NA			
SPE 1101	Fund of Effective Speaking	3	CMST 101	Intro Oral Communication	T			
ENG 1111	Composition I	3	ENGL 101	English Composition I	T			
			ENGL 102	English Composition II	NA			
MTH 1151	Finite Math	3	MATH 139	Finite Mathematics	T			
ECN 2101	Principles of Macroeconomics	3	ECON 241	Intro to Macroeconomics	T			
ECN 2102	Principles of Microeconomics	3	ECON 240	Intro to Microeconomics	T			
			PSYC 102 -or- SOC 108	Intro to Psyc -or- Intro to Soc	3			
			HUMANITIES		3			
			HUMANITIES		NA			
			PHYSICAL SCIENCE		3			
			LIFE SCIENCE		3			
			HUMAN HEALTH		NA			
			FINE ARTS		3			
			MULTICULTURAL		3			
		15			18			
Program Requirements			Program Requirements					
BMG 2204	Human Resource Mgmt	3	Any courses not articulated will be used to satisfy general elective credit					
BMK 1202	Prin of Retailing	2						
BMK 1203	Advertising	2						
BMK 1205	Internship I	7						
BMK 1206	Business Mgmt Seminar I	1						
BMK 2101	Prin of Marketing	3						
BMK 2102	Intro to Sales	3						
BMK 2205	Internship II	7						
BMK 2206	Business Mgmt Seminar II	1						
BUS 1101	Intro to Business	3						
BUS 2201	Prin of Management	3						
EDU 1108	Standard First Aid	2						
GEN 2297	Employment Skills	1						
ACC 2101	Financial Accounting	4				ACCT 220	Accounting I-Financial	T
ACC 2102	Managerial Accounting	4				ACCT 230	Accounting II-Managerial	T
BUS 2101	Business Law I	3	FIN 280	Business Law I	T			
DAP 1201	Business Computer Systems	3	CS 200B (elective)	Computer Concepts	T			
		52						
			MATH 140	Short Course in Calculus	4			
			BUS 101	Open for Business	2			
			BUS 202	Business Career Transitions	2			
			FIN 330	Intro to Finance	3			
			MGMT 202	Business Communications	3			
			MGMT 208	Business Data Analysis	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			
					59			
Total semester hrs completed with AAS degree:			67	Total semester hrs completed with BS degree:	77			
				Total hrs to BS degree:	144			
*ECON/HTEM/PADM courses taken at a lower level that transfer as upper level courses will not satisfy this requirement								
Degree Plan updated on 6/2/22 by SG								