

PROGRAM ARTICULATION DEGREE PLAN				
Illinois Valley Community College 2020-2021			Southern Illinois University Carbondale	
AAS Marketing - 60 Hours			BS Marketing (MKTG) - 120 Hours	
			UCC Capstone Option - 30 hrs	
		Hrs		Hrs
			UNIV 101	Saluki Success
			ENGL 101	English Composition I
			ENGL 102	English Composition II
			CMST 101	Intro to Oral Communication
			MATH 139	Finite Mathematics
ECN 1202	Fundamentals of Economics	3	ECON 113	Economics of Contemporary Social Issues
ECN 2003	Principles of Macroeconomics	3	ECON 241	Intro to Macroeconomics
			ECON 240	Intro to Microeconomics
			PSYC 102 -or- SOC 108	Intro to Psyc -or- Intro to Soc
			HUMANITIES	
			HUMANITIES	NA
			PHYSICAL SCIENCE	
			LIFE SCIENCE	
			FINE ARTS	
			HUMAN HEALTH	NA
			MULTICULTURAL	
		6		30
Program Requirements			Program Requirements	
ACT 1210	Fundamentals of Accounting	3	Any unarticulated courses will be used to satisfy general elective credit	
BUS 1201	Let's Talk Business	2		
BUS 1230	Math for Business & Finance	3		
BUS 2210	Business Internship	3		
BUS 2260	Integrated Business Operations	3		
CSP 1203	Microsoft Office Professional I	3		
CSP 2203	Microsoft Office Professional II	3		
ENG 1205	Writ Comm Skills for Bus Ind & Tech	3		
MGT 2220	Principles of Supervision	3		
MKT 1210	Principles of Marketing	3		
MKT 1220	Sales/Retailing	3		
MKT 2210	Principles of Advertising	3		
SDT 1203	Job Seeking Skills	1		
ACT 1010 (elective)	Financial Accounting	3		
ACT 1020 (elective)	Managerial Accounting	3		
BUL 2000	The Legal Environment of Business	3		
BUS 1010	Intro to Business	3		
MGT 2010	Principles of Management	3		
SPH 1204	Oral Comm Skills Busi, Ind & Tech	3		
		54		
			MATH 140	Short Course in Calculus
			BUS 101	Open for Business
			BUS 202	Business Career Transitions
			FIN 330	Intro to Finance
			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
			*Credit from all areas must total 42 hours of 300/400 level courses	
				56
Total semester hrs completed with AAS degree:		60	Total semester hrs completed with BS degree:	
			Total Semester hrs to BS degree:	
			146	
<i>Degree Plan updated on 3/17/2021 by SG</i>				