

PROGRAM ARTICULATION DEGREE PLAN								
Kaskaskia College		2024-2025		Southern Illinois University Carbondale				
AAS Business Marketing - 62 Hours				BS Marketing (MKTG) - 120 Hours				
				UCC Capstone - 30 Hrs				
		Hrs		Hrs				
			UNIV 101	Saluki Success	NA			
COMM 103	Fund of Speech Comm	3	CMST 101	Intro to Oral Communication	T			
ENGL 101	English Composition	3	ENGL 101	English Composition I	T			
			ENGL 102	English Composition II	NA			
MATH 143	Finite Math	3	MATH 139	Finite Math	T			
			ECON 240	Intro to Microeconomics	3			
ECON 205	Principles of Macroeconomics	3	ECON 241	Intro to Macroeconomics	T			
PSYH 101	Psychology	3	PSYC 102	Intro to Psychology	T			
			HUMANITIES		3			
			HUMANITIES		NA			
			PHYSICAL SCIENCE		3			
			LIFE SCIENCE		3			
			FINE ARTS		3			
			HUMAN HEALTH		NA			
			MULTICULTURAL		3			
		15			18			
<b>Program Requirements</b>		<b>Program Requirements</b>						
Business Electives		6	Any courses not articulated will be used to satisfy general elective credit					
ACCT 100	Accounting Principles	3						
BUSN 103	Intro to Business	3						
BUSN 115	Marketing Fundamentals I	3						
BUSN 127	Principles of Management	3						
BUSN 137	Digital Marketing & Analytics	3						
BUSN 154	Principles of Personal Selling	3						
BUSN 216	Retail Management & Merchandising	3						
ACCT 201	Financial Accounting	4				ACCT 220	Accounting I-Financial	T
ACCT 202	Managerial Accounting	3				ACCT 230	Accounting II-Managerial	T
BUSN 156	Business Technology Applications	4				CS 200B -or- ITEC 229 (elective)	Computer Concepts -or- Computing for Business Administration	T
BUSN 201	Business Communications	3				MGMT 202	Business Communications	T
BUSN 206	Personal Finance	3				FIN 200 (elective)	Personal Finance	T
BUSN 210	Legal & Social Environment of Business	3				FIN 270	Legal & Social Environment Business	T
		47						
			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 208	Business Data Analysis	3			
			MGMT 304	Intro to Management	3			
			MGMT 318	Production-Operations Management	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			
					56			
<b>Total semester hrs completed with AAS degree:</b>		<b>62</b>	<b>Total semester hrs completed with BS degree:</b>		<b>74</b>			
			<b>Total hrs to BS degree:</b>		<b>136</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 4/19/24 by SG								