

PROGRAM ARTICULATION DEGREE PLAN			
Oakton Community College 2021-2022		Southern Illinois University Carbondale	
AAS Marketing Management - 61 hrs		BS Marketing (MKTG) - 120 hrs	
		UCC Capstone Option - 30 hrs	
		Hrs	Hrs
		UNIV 101	Saluki Success NA
SPE 103	Effective Speech	3 CMST 101	Intro to Oral Communication T
EGL 101	Composition I	3 ENGL 101	English Composition I T
		ENGL 102	English Composition II NA
MAT 143	Finite Math	4 MATH 139	Finite Mathematics T
		ECON 240	Intro to Microeconomics 3
		ECON 241	Intro to Macroeconomics 3
PSY 101 -or- SOC 101	Intro to Psychology -or- Intro to Sociology	3 PSYC 102 -or- SOC 108	Intro to Psychology -or- Intro to Sociology T
	Humanities/Fine Arts	3 HUMANITIES	See SIUC Transfer Equivalency Guide T
	Global Studies and US Diversity	3 HUMANITIES	NA
		PHYSICAL SCIENCE	3
		LIFE SCIENCE	3
		FINE ARTS	3
		HUMAN HEALTH	NA
		MULTICULTURAL	3
		19	18
Program Requirements		Program Requirements	
MGT 276	Corporate Social Responsibility & Decision Making	3	Any courses not articulated will be used to satisfy general elective credit
MKT 131	Principles of Marketing	3	
MKT 230	Consumer Behavior	3	
MKT 248	Marketing Management	3	
MKT 251	Practicum Marketing	3	
MKT 270	Integrated Marketing Communications	3	
Select 2 courses:	MKT 215, 240, 266, -and/or- 271	6	
Select 1 course:	ART, CIS -or- CAB Course	3	
MKT -or- GBS Courses		12	
MGT 118	Effective Mgmt Communications	3	
		42	
		MGMT 202	Business Communications T
		MATH 140	Short Course in Calculus 4
		ACCT 220	Accounting I-Financial 3
		ACCT 230	Accounting II-Managerial 3
		BUS 101	Open for Business 2
		BUS 202	Business Career Transitions 2
		FIN 270	Legal & Social Environment of Business 3
		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 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
		Marketing Electives	300/400 level 9
			65
Total semester hrs completed with AAS degree:		61	Total semester hrs completed with BS degree: 83
		Total hrs to BS degree:	144
*ECON/HTEM courses taken at a lower level that transfer as upper level courses will not satisfy this requirement			
Degree Plan updated on 11/8/2021 by SG			