

PROGRAM ARTICULATION DEGREE PLAN			
Oakton Community College AAS Marketing Management - 60 Hours		2019-2020	Southern Illinois University Carbondale BS Online Business and Administration (BNAD) - 120 Hours
		Hrs	University Core Curriculum (UCC) Capstone Option - 30 hrs
			Hrs
EGL 101	Composition I	3	UNIV 101 Saluki Success ENGL 101 English Composition I ENGL 102 English Composition II
SPE 103	Effective Speech	3	CMST 101 Intro to Oral Communication
MAT 143	Finite Mathematics	3	MATH 139 (Required for BS degree) Finite Mathematics ECON 240 (Required for BS degree) Intro to Microeconomics
PSY 101 -or- SOC 101	Intro to Psychology -or- Intro to Sociology	3	PSYC 102 -or- SOC 108 (Required for BS degree) Intro to Psychology -or- Intro to Sociology
HUMANITIES/FINE ARTS*	(See SIUC Transfer Equivalency Guide)	3	HUMANITIES Intro to Psychology -or- Intro to Sociology
			HUMANITIES NA
			PHYSICAL SCIENCE, GRP 1 3
			LIFE SCIENCE, GRP 2 3
			FINE ARTS 3
			HUMAN HEALTH NA
General Education Elective*	(See SIUC Transfer Equivalency Guide)	3	MULTICULTURAL T
		18	
*Student must choose courses that fulfill both the Global Studies and U.S. Diversity Studies requirements			
			12
			Program Requirements
Major Requirements			Any unarticulated course will be used to satisfy general elective requirements.
MKT 131	Principles of Marketing	3	Elective T
MKT 230	Consumer Behavior	3	Elective T
MKT 248	Marketing Management	3	Elective T
MKT 251	Practicum Marketing	3	Elective T
MKT 270	Integrated Marketing Communications	3	Elective T
MGT 118	Effective Management Communications	3	MGMT 202 (Required for BS degree) Business Communications T
MGT 276	Corporate Social Responsibility and Decision Making	3	Elective T
		21	
Select 6 hours from the following courses:		6	Electives T
MKT 215	Introduction to Advertising		
MKT 240	Introduction to Public Relations		
MKT 266	New Media & Technology in Marketing		
MKT 271	Brand Marketing		
Select 3 hours from courses in ART, CIS or CAB that focus on design		3	Elective T
Select 12 hours from any MKT or GBS course		12	Electives T
			ACCT 220 Accounting I-Financial 3
			ACCT 230 Accounting II-Managerial 3
			FIN 270 The Legal and Social Environment of Business 3
			ECON 241 Intro to Macroeconomics 3
			MATH 140 Short Course in Calculus 4
			MGMT 208 Business Data Analysis 3
			FIN 330 Introduction to Finance 3
			FIN 331 Investments 3
			FIN 350 Small Business Financing 3
			MGMT 304 Introduction to Management 3
			MGMT 318 Production-Operations Management 3
			MGMT 341 Organizational Behavior 3
			MGMT 345 Computer Information Systems 3
			MGMT 350 Small Business Management 3
			MGMT 380 Managing Information Systems 3
			MGMT 385 Personnel and Human Resources Management 3
			MGMT 446 Leadership and Managerial Behavior 3
			MGMT 481 Administrative Policy 3
			MKTG 304 Marketing Management 3
			MKTG 305 Consumer Behavior 3
			MKTG 336 International Business 3
			MKTG 363 Strategic Promotion Management 3
			MKTG 435 International Marketing 3
			MKTG 463 Advertising Management 3
			73
Total semester hrs completed with AAS degree:		60	Total semester hrs completed with BS degree:
			85
Degree Plan created on 6/17/2019 by MH			Total semester hrs to BS degree:
			145