

PROGRAM ARTICULATION DEGREE PLAN				
Parkland College	2022-2023	Southern Illinois University Carbondale		
AAS - Business: Marketing - 62 Hours		BS - Marketing (MKTG) - 120 Hours		
		UCC Capstone Option - 30 Hrs		
		Hrs	Hrs	
		UNIV 101	Saluki Success	
		CMST 101	Intro to Oral Communication	
ENG 101	Composition I	3 ENGL 101	English Composition I	
ENG 102	Composition II	3 ENGL 102	English Composition II	
MAT 141	Finite Mathematics	4 MATH 139	Finite Math	
ECO 101	Principles of Macroeconomics	3 ECON 241	Intro to Macroeconomics	
ECO 102	Principles of Microeconomics	3 ECON 240	Intro to Microeconomics	
		PSYC 102 -or- SOC 108	Intro to Psyc -or- Intro to Soc	
		HUMANITIES	3	
		HUMANITIES	NA	
		PHYSICAL SCIENCE	3	
		LIFE SCIENCE	3	
		FINE ARTS	3	
		HUMAN HEALTH	NA	
		MULTICULTURAL	3	
		16	21	
Program Requirements		Program Requirements		
BUS 101	Introduction to Business	3	Any courses not articulated will be used to satisfy general elective credit	
BUS 106	Business & Organizational Ethics	3		
COM 121	Introduction to Advertising	3		
MGT 101	Principles of Management	3		
MGT 112	Human Resource Management	3		
MGT 113	Human Relations in the Workplace	3		
MGT 117	Customer Service Management	3		
MKT 101	Introduction to Marketing	3		
MKT 130	Marketing for E-commerce	3		
MKT 155	Salesmanship	3		
MKT 211	Marketing Management	3		
ACC 101	Financial Accounting	4 ACCT 220		Accounting I-Financial
BUS 204	Legal Environment of Business	3 FIN 270		Legal & Social Environment of Business
BUS 245	Business Communications	3 MGMT 202		Business Communications
CIS 200	Business Computer Systems	3 CS 200B -or- ITEC 229 (elective)	Computer Concepts -or- Computing Busi Admin	
		46		
		MATH 140	Short Course in Calculus	
		ACCT 230	Accounting II-Managerial	
		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 Mgmt	
		MGMT 345	Computer Information Systems	
		MGMT 481	Administrative Policy	
		MKTG 304	Principles of Marketing	
		CoBA Elective 300/400 level*	ACCT, BSAN, ECON, FIN, HTEM, MGMT, MKTG, PADM	
			3	
		MKTG 305	Consumer Behavior	
		MKTG 329	Marketing Channels & Logistics	
		MKTG 363	Integrated Marketing Communications	
		MKTG 480	Marketing Research & Analysis	
		MKTG 493	Marketing Strategy	
		MKTG Electives	300/400 level	
			9	
			59	
Total semester hrs completed w/AAS degree:		62	Total semester hrs completed w/BS degree:	
			80	
			Total hrs to BS degree:	
			142	
*ECON/HTEM/PADM courses taken at a lower level that transfer as upper level courses will not satisfy this requirement				
Degree Plan updated on 4/25/2022 by SG				