PROGRAM ARTICULATION DE	GREE PLAN				
Southwestern Illinois College			Southern Illinois University Carbondale BS - Marketing (MKTG) - 120 Hours		
AAS Marketing - 66 Hours					
			UCC Capstone Option - 30 Hrs		Т
		Hrs			Hrs
			UNIV 101	Saluki Success	NA
COMM 151	Fund of Public Speaking	3	CMST 101	Intro Oral Communication	Т
ENG 101	Rhetoric & Composition I		ENGL 101	English Composition I	T
ECON 201	Thiotone & Composition 1		ENGL 102	English Composition II	NA
			MATH 139	Finite Math	3
	Principles of Economics I (Macro)	3	ECON 241	Intro to Macroeconomics	T
	i imolpies el Eseriermes i (maere)	Ť	ECON 240	Intro to Microeconomics	3
PSYC 151	General Psychology	3	PSYC 102	Intro to Psychology	T
SOC 153	Intro Sociology		SOC 108	Intro to Sociology	T
	initio Geolology	Ť	HUMANITIES	mile to becomegy	3
			HUMANITIES		NA
			PHYSICAL SCIENCE		3
			LIFE SCIENCE		3
ART 111	Basic Design I	3	AD 100A	Foundation Studio A	T
HES 151	Personal Health & Wellness		PH 101	Foundations-Human Health	T
MGMT 213	Human Relations in the Workplace		PSYC 223	Workplace Diversity	T
INGIVIT 213	Tanan Rolation in the Workplace	23			15
		+-3			1.0
Program Requirements		+	Program Requirements		1
BUS 101	Intro to Business	3	1 rogram requirements		1
BUS 102	Business Mathematics	3	†		
CIS 171 -or- CIS 257	Computer Graphics -or- Electronic Publishing	3	1		
CIS 172	Photo Manipulation	3	-		
CIS 174	Web Fundamentals I	3	-		
CIS 174 CIS 176 -or- MKT 229	Web Fundamentals II -or- Marketing Plans	3	-		
MGMT 214	Principles of Management	3	Any courses not articul	lated will be used to satisfy general elective credit	
MGMT 240	Ethics in the Workplace	1	_		
MKT 126	Intro to Marketing	3	-		
MKT 226	eMarketing	3	-		
MKT 227	SEO/Web Analytics for Marketing	3	-		
MKT 228	Social Media Tools	3	-		
BUS 215	Business Law	3	FIN 280	Business Law I	Т
MKT 242	Marketing Communications	3	JRNL 301 (elective)	Principles of Advertising/IMC	T
	Business Communications	_		Business Communications	
OAT 261	Business Communications	3 43		Business Communications	
		43	MATH 140	Short Course in Calculus	4
			ACCT 220	Accounting I-Financial	3
			ACCT 220 ACCT 230	Accounting I-Managerial	3
			BUS 101	Open for Business	2
			BUS 202	Business Career Transitions	2
			-		3
			_ FIN 330	Intro to Finance	
		+	MGMT 208	Business Data Analysis	3
		+	MGMT 304	Intro to Management	3
		+	MGMT 318	Production-Operations Mgmt	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
		\perp	_MKTG 329	Marketing Channels & Logistics	3
		\perp	MKTG 363	Integrated Marketing Communications	3
		\perp	MKTG 480	Marketing Research & Analysis	3
			MKTG 493	Marketing Strategy	3
			MKTG Electives	300/400 level	9
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Total semester hrs completed	w/AAS degree:	66	Total semester hrs completed w/B	S degree:	77
	1		Total hrs to BS degree:		143
			Total in a to be degree.		_
*ECON/HTEM/PADM courses ta	ken at a lower level that transfer as upper level cou	ırses w			
*ECON/HTEM/PADM courses ta Degree Plan updated on 12/12/2		urses w			