

PROGRAM ARTICULATION DEGREE PLAN			
Southwestern Illinois College 2022-2023		Southern Illinois University Carbondale	
AAS Marketing - 66 Hours		BS - Marketing (MKTG) - 120 Hours	
		UCC Capstone Option - 30 Hrs	
		Hrs	Hrs
		UNIV 101	Saluki Success
COMM 151	Fund of Public Speaking	3	CMST 101
ENG 101	Rhetoric & Composition I	3	ENGL 101
			ENGL 102
			MATH 139
ECON 201	Principles of Economics I (Macro)	3	ECON 241
			ECON 240
PSYC 151	General Psychology	3	PSYC 102
SOC 153	Intro Sociology	3	SOC 108
			HUMANITIES
			HUMANITIES
			PHYSICAL SCIENCE
			LIFE SCIENCE
ART 111	Basic Design I	3	AD 100A
HES 151	Personal Health & Wellness	2	PH 101
MGMT 213	Human Relations in the Workplace	3	PSYC 223
		23	
			15
Program Requirements		Program Requirements	
BUS 101	Intro to Business	3	Any courses not articulated will be used to satisfy general elective credit
BUS 102	Business Mathematics	3	
CIS 171 -or- CIS 257	Computer Graphics -or- Electronic Publishing	3	
CIS 172	Photo Manipulation	3	
CIS 174	Web Fundamentals I	3	
CIS 176 -or- MKT 229	Web Fundamentals II -or- Marketing Plans	3	
MGMT 214	Principles of Management	3	
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	
MKT 242	Marketing Communications	3	
OAT 261	Business Communications	3	
		43	
		MATH 140	Short Course in Calculus
		ACCT 220	Accounting I-Financial
		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
		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
			62
Total semester hrs completed w/AAS degree:		66	Total semester hrs completed w/BS degree:
			77
		Total hrs to BS degree:	
			143
*ECON/HTEM/PADM courses taken at a lower level that transfer as upper level courses will not satisfy this requirement			
Degree Plan updated on 12/12/22 by SG			