

MARKETING, B.S. (JEFFCO 2+SLU)

This program plan is part of the formal 2+SLU transfer agreement between Jefferson College and Saint Louis University.

Students in this program will satisfy the degree requirements published in the 2020-2021 academic catalog at Jefferson College and the 2021-2022 academic catalog at SLU. Students must complete all courses and transfer to SLU on or before the spring 2025 semester.

Students who plan to transfer to SLU after spring 2025 should contact a transfer admission counselor (<https://www.slu.edu/admission/transfer/contact.php>) to explore options.

For additional information see the catalog entry for:

Marketing, B.S.

Admission Requirements

- Students must complete all the courses outlined on the Program Plan unless an exception is approved by SLU.
- Students must complete an application for admission.
- Students may be subject to admission review under circumstances outlined in the Admission Policies (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/admission-policies/>).
- Students must present a 2.50 cumulative GPA at the time of transfer to SLU.

Program Plan

Program Plans provide a guided pathway for students to earn an associate's degree at their home institution and a bachelor's degree at Saint Louis University. Students may change the sequence in which they complete courses at their home institution. Students who complete a course that is not part of this Program Plan are encouraged to contact SLU to see if the course could be substituted.

Jefferson College Courses

Transfer Course	Transfer Course Title	Transfer Course Credits	Equivalent SLU Course	Equivalent SLU Credits
Year One				
Fall				
ENG 101	College Composition I (MOTR ENGL 100)	3	ENGL 1500	3
MTH 134	College Algebra (MOTR MATH 130)	3	MATH 1200	3
	First Year Experience	1-3	General Elective	1-3
ECO 101	Macroeconom3 (MOTR ECON 101) † ‡ ^		ECON 1900	3

BUS 101	Intro to Business Administration † ^	3	BIZ 1000	3
PHIL 102	Intro to Philosophy (MOTR PHIL 100)	3	PHIL 1050	3
		Credits	16-18	16-18
Spring				
ENG 102	College Composition II (MOTR ENGL 200)	3	ENGL 1900	3
ECO 102	Microeconomi3 (MOTR ECON 102) † ‡ ^	3	ECON 1900	3
MTH 161	Calculus for Business and the Social Sciences	3	MATH 1320	3
	Social & Behavioral Sciences - Civics Course (MOTR course)	3	Social Science Requirement	3
PHIL 202	Ethics (MOTR PHIL 102)	3	PHIL 2050	3
		Credits	15	15
Year Two				
Fall				
	Natural Science with lab (MOTR course)	4	Natural Science Requirement	4
PSY 101	General Psychology (MOTR PSYC 100)	3	PSY 1010	3
BUS 240	Financial Accounting † ^	3	ACCT 2200	3
BUS 168 or MATH 168	Business Statistics or Probability and Statistics † ^	3	OPM 2070	3
ENG 2xx	Literature Course (MOTR course)	3	Literature Requirement	3
		Credits	16	16
Spring				

	Natural Science (lab optional) (MOTR course)	3	Natural Science Requirement	3
BUS 241	Managerial Accounting ‡ ^	3	ACCT 2220	3
COM 110	Public Speaking (MOTR COMM 110)	3	CMM 1200	3
HST 201 or HST 202	Ancient and Medieval Civilization (MOTR WCIV 101) or Renaissance to Early Modern Europe (MOTR WCIV 102)	3	HIST 1110 or HIST 1120	3
	Elective Course (only if needed for AA)	3	General Elective	3
	Credits	15		15
	Jefferson College Total Credits	62-64		62-64

- † Must take ECO 101 & ECO 102 to transfer as ECON 1900 Principles of Economics (3 cr)
- ‡ SLU must articulate this course if it is transferred into Jeffco from another institution or testing service.
- ^ This course must be passed with a grade of "C" or higher.

Saint Louis University Courses

Course	Title	Credits
Year Three		
Fall		
BIZ 1002	Business Foundations Excel Lab	0
BIZ 3000	Career Foundations	1
ECON 3120	Intermediate Macroeconomics	3
FIN 3010	Principles of Finance	3
BTM 2000	Introduction to Business Technology Management	3
MGT 3000	Management Theory and Practice	3
MKT 3000	Introduction to Marketing Management	3
	Credits	16
Spring		
ECON 3140	Intermediate Microeconomics	3
IB 2000	Introduction to International Business	3
MGT 2000	Legal Environment of Business I	3
MKT 4400	Consumer Behavior	3

MKT 4650	Marketing Analytics	3
	Credits	15
Year Four		
Fall		
MKT 4900	Marketing Strategy	3
Marketing Elective (p. 2)	Choose one course from below	3
OPM 3050	Introduction to Management Science and Operations Management	3
THEO 1000	Theological Foundations	3
General Elective		3
	Credits	15
Spring		
BIZ 4000	Business Capstone	1
MGT 4000	Strategic Management and Policy	3
Marketing Elective (p. 2)	Choose one course from below	3
Marketing Elective (p. 2)	Choose one course from below	3
THEO 2xxx	Theology 2000-level course	3
	Credits	13
	Total Credits	59

Marketing Electives

Code	Title	Credits
MKT 3300	Marketing Channels and Distribution	
MKT 3400	Integrated Marketing Communications	
MKT 3500	Sports Marketing	
MKT 3600	Marketing Research	
MKT 3700	Social Media and Digital Marketing	
MKT 4300	Retail Management	
MKT 4440	Personal Selling	
MKT 4450	Sales Management	
MKT 4550	International Marketing	
MKT 4600	Brand Management	
MKT 4910	Marketing Internship	

Contact Us

For additional questions please contact:

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