

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 2026 semester.

Students who plan to transfer to SLU after spring 2026 should contact a transfer admission counselor (<https://www.slu.edu/admission/transfer/contact.php>) to explore options.

Students who have been following a program plan from a previous year's academic catalog can reference their older program plan version at <https://catalog.slu.edu/previous-catalogs/>.

For additional information see the catalog entry for:

Marketing, B.S. (<https://catalog.slu.edu/colleges-schools/business/marketing/marketing-bs/>)

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) ¹	3	MATH 1200	3
	First Year Experience	1	Elective	1

ECO 101	Macroeconom3 (MOTR ECON 101)		ECON 1ELE ² 3 ^{3 4}	3
BUS 101	Intro to Business Administration	3	BIZ 1001 ^{3 4}	3
	Performance Humanities Course ⁵	3	CORE 2800	3
Credits		16		16
Spring				
ENG 102	College Composition II (MOTR ENGL 200)	3	ENGL 1900	3
ECO 102	Microeconomy3 (MOTR ECON 102)		ECON 1900 ² 3 ^{3 4}	3
CIS 125	Computer Concepts Applications	3	BTM 2000	3
HST 103 or HST 104	U.S. History I to Reconstruction (MOTR HIST 101) OR U.S. History II from Reconstruction (MOTR HIST 102)	3	HIST 1600 or HIST 1610	3
PHIL 202	Ethics (MOTR PHIL 102)	3	PHIL 2050	3
Credits		15		15
Year Two				
Fall				
BIO 101 or CHM 101 or CHM 111	General Biology (MOTR BIOL 100L) OR Introductory Chemistry (MOTR CHEM 100L) OR General Chemistry I (MOTR CHEM 150L) ⁶	4	BIOL 1240 & BIOL 1245 or CHEM 1050 or CHEM 1110 & CHEM 1115	4
PSY 101	General Psychology (MOTR PSYC 100)	3	PSY 1010	3
BUS 240	Financial Accounting	3	ACCT 2200 ³ 4	3
BUS 168 or MATH 168	Business Statistics or Probability and Statistics	3	OPM 2070 ^{3 4}	3

PHL 102	Introduction to Philosophy (MOTR PHIL 100)	3	PHIL 1700	3
Credits		16	16	
Spring				
	Natural Science (lab optional) (MOTR course)	3	Elective	3
BUS 241	Managerial Accounting	3	ACCT 2220 ³ ₄	3
MTH 161 or MTH 180	Calculus for Business and the Social Sciences or Calculus I	3-5	MATH 1320 or MATH 1510	3-5
COM 110	Public Speaking (MOTR COMM 110)	3	CMM 1200	3
BUS 261	Business Communicatio	3	ENGL 4000	3
Credits		15-17	15-17	
Jefferson College Total Credits		62-64		

¹ Students who test into MTH 161 or higher do not need to take this course and may select a different MOTR course if needed for their AA degree.

² Must take ECO 101 and ECO 102 to transfer as ECON 1900 Principles of Economics (3 cr).

³ SLU must articulate this course if it is transferred into Jeffco from another institution or testing service.

⁴ This course must be passed with a grade of "C" or higher.

⁵ Choose from ART 115, 123, 141, 143, 150, 160, ENG 104, THT 110.

⁶ Additional Courses may be approved. Contact SLU for additional options.

Saint Louis University Courses

Course	Title	Credits
Year Three		
Fall		
CORE 1500	Cura Personalis 1: Self in Community	1
BIZ 1002	Business Foundations Excel Lab	0
BIZ 1100	Business in Action	1
ECON 3120	Intermediate Macroeconomics	3
MGT 3000	Management Theory and Practice	3
MKT 3000	Introduction to Marketing Management	3
FIN 3010	Principles of Finance	3
Credits		14
Spring		
CORE 1000	Ignite First Year Seminar	2
CORE 2500	Cura Personalis 2: Self in Contemplation	0

Concentration or Major Elective course		3
BIZ 3000	Career Foundations	1
ECON 3140	Intermediate Microeconomics	3
MGT 2000	Legal Environment of Business I	3
IB 2000	Introduction to International Business	3
Credits		15

Year Four

Fall

Concentration or Major Elective course		3
Concentration or Major Elective course		3
BTM 2500	Data Modeling, Analysis and Visualization	3
OPM 3050	Introduction to Management Science and Operations Management	3
CORE 1600	Ultimate Questions: Theology	3
Credits		15

Spring

Concentration or Major Elective course		3
Concentration or Major Elective course		3
Concentration or Major Elective course		3
MGT 4000	Strategic Management and Policy	3
CORE 4000	Collaborative Inquiry	3
CORE 4500	Reflection-in-Action	0
Credits		15
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:

Transfer Admission
314-977-2500
transfer@slu.edu