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

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

Students in this program will satisfy the degree requirements published in the 2020-2021 academic catalog at St. Louis Community 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.

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.

St. Louis Community College Courses

<table>
<thead>
<tr>
<th>Transfer Course</th>
<th>Transfer Course Title</th>
<th>Transfer Course Credits</th>
<th>Equivalent SLU Course</th>
<th>Equivalent SLU Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year One</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENG 101</td>
<td>College Composition I (MOTR ENGL 100)</td>
<td>3</td>
<td>ENGL 1500</td>
<td>3</td>
</tr>
<tr>
<td>COM 107</td>
<td>Public Speaking (MOTR COMM 110)</td>
<td>3</td>
<td>CMM 1200</td>
<td>3</td>
</tr>
<tr>
<td>MTH 160 or MTH 186</td>
<td>Precalculus Algebra (MOTR MATH 130) or Survey of Calculus (MOTR MATH 150)</td>
<td>4</td>
<td>MATH 1200 or MATH 1320</td>
<td>4</td>
</tr>
<tr>
<td>HST 101 or HST 102</td>
<td>United States History to 1865 (MOTR HIST 101) or United States History from 1865 to the Present (MOTR HIST 102)</td>
<td>3</td>
<td>HIST 1600 or HIST 1610</td>
<td>3</td>
</tr>
<tr>
<td>BUS 104</td>
<td>Intro to Business Administration ‡ †</td>
<td>3</td>
<td>BIZ 1000</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENG 102</td>
<td>College Composition II (MOTR ENGL 200)</td>
<td>3</td>
<td>ENGL 1900</td>
<td>3</td>
</tr>
<tr>
<td>ECO 151</td>
<td>Principles of Macroeconomics (MOTR ECON 101) ^ ‡ †</td>
<td>3</td>
<td>ECON 1900</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Natural Science with lab (MOTR course)</td>
<td>4</td>
<td>Natural Science Requirement</td>
<td>4</td>
</tr>
<tr>
<td>ACC 110</td>
<td>Financial Accounting I ‡ †</td>
<td>3</td>
<td>ACCT 2200</td>
<td>3</td>
</tr>
<tr>
<td>PHL 103 or PHL 104 or PHL 112</td>
<td>World Religions (MOTR RELG 100) or Ethics (MOTR PHIL 102) or Business Ethics (MOTR PHIL 102P)</td>
<td>3</td>
<td>THEO 2710 or PHIL 2050 or PHIL 3380</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Year Two</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECO 152</td>
<td>Principles of Microeconomics (MOTR ECON 102) ^ ‡ †</td>
<td>3</td>
<td>ECON 1900</td>
<td>3</td>
</tr>
</tbody>
</table>
HST 115 or HST 128  
Ancient and Medieval History to 1500 (MOTR WCIV 101) or Western Civilization from 1500 to the Present (MOTR WCIV 102)  

ACC 114  
Managerial Accounting ‡  
†  

BUS 201  
Elementary Business Statistics ‡ †  

Natural Science (lab optional) (MOTR course)  

Credits 15  

Spring  
ENG 2xx  
Literature Course (MOTR course)  

MTH 186 or MTH 210  
Survey of Calculus (MOTR MATH 150) or Analytic Geometry and Calculus I  

IB 100  
International Business ‡ †  

BLW 201  
Legal Environment of Business  

Credits 13  

St. Louis Community College Total Credits  
61  

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  
MKT 4400  
Consumer Behavior  
3  
PHIL 1050  
Introduction to Philosophy: Self and Reality  
0,3  
MKT 4650  
Marketing Analytics  
3  
PSY 1010  
General Psychology  
3  

Credits 12-15  

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 or PHIL 2050  
Theology 2000-level course or Ethics  
3  

Credits 13  

Total Credits 56-59  

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  

†  
This course must be passed with a grade of "C" or higher to transfer to SLU.  
‡  
SLU must articulate and approve this course if it is transferred into STLCC from another institution or testing service.  
^  
ECO 151 and 152 will equate to ECON 1900 plus elective credit.
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 4440</td>
<td>Personal Selling</td>
</tr>
<tr>
<td>MKT 4450</td>
<td>Sales Management</td>
</tr>
<tr>
<td>MKT 4550</td>
<td>International Marketing</td>
</tr>
<tr>
<td>MKT 4600</td>
<td>Brand Management</td>
</tr>
<tr>
<td>MKT 4910</td>
<td>Marketing Internship</td>
</tr>
</tbody>
</table>

**Contact Us**

For additional questions please contact:

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