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. (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.

St. Louis Community College Courses

<table>
<thead>
<tr>
<th>Transfer Course</th>
<th>Transfer Course Title</th>
<th>Equivalent SLU Course</th>
<th>Equivalent SLU Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 101</td>
<td>College Composition I (MOTR ENGL 100)</td>
<td>ENGL 1500</td>
<td>3</td>
</tr>
<tr>
<td>COM 107</td>
<td>Public Speaking (MOTR COMM 110)</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>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>HIST 1600 or HIST 1610</td>
<td>3</td>
</tr>
<tr>
<td>BUS 104</td>
<td>Intro to Business Administration ‡ †</td>
<td>BIZ 1000</td>
<td>3</td>
</tr>
</tbody>
</table>

Credits 16 16

Spring

<table>
<thead>
<tr>
<th>Transfer Course</th>
<th>Transfer Course Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ENG 102</td>
<td>College Composition II (MOTR ENGL 200)</td>
<td>ENGL 1900</td>
<td>3</td>
</tr>
<tr>
<td>ECO 151</td>
<td>Principles of Macroeconomics (MOTR ECON 101) ^ ‡ †</td>
<td>ECON 1900</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science with lab (MOTR course)</td>
<td></td>
<td>Natural Science Requirement</td>
<td>4</td>
</tr>
<tr>
<td>ACC 110</td>
<td>Financial Accounting I ‡ †</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>THEO 2710 or PHIL 2050 or PHIL 3380</td>
<td>3</td>
</tr>
</tbody>
</table>

Credits 17 17

Fall

<table>
<thead>
<tr>
<th>Transfer Course</th>
<th>Transfer Course Title</th>
<th>Equivalent SLU Course</th>
<th>Equivalent SLU Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 152</td>
<td>Principles of Microeconomics (MOTR ECON 102) ^ ‡ †</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)  

HST 1110 or HIST 1120  
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)  

Natural Science Requirement  

Credits  

Spring  

ENG 2xx  
Literature Course (MOTR course)  

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

MTH 1320 or MATH 1510  

IB 100  
International Business ‡ †  

BLW 201  
Legal Environment of Business  

Credits  

St. Louis Community College Total Credits  

† 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.  

Saint Louis University Courses  

Course  
Year Three  
Fall  
BIZ 1002  
Business Foundations Excel Lab  

BIZ 3000  
Career Foundations  

ECON 3120  
Intermediate Macroeconomics  

FIN 3010  
Principles of Finance  

BTM 2000  
Introduction to Business Technology Management  

MGT 3000  
Management Theory and Practice  

MKT 3000  
Introduction to Marketing Management  

Credits  

Spring  

ECON 3140  
Intermediate Microeconomics  

MKT 4400  
Consumer Behavior  

CORE 1700  
Ultimate Questions: Philosophy  

MKT 4650  
Marketing Analytics  

PSY 1010  
General Psychology  

Credits  

Year Four  
Fall  

MKT 4900  
Marketing Strategy  

Marketing Elective (p. 2)  

Choose one course from below  

OPM 3050  
Introduction to Management Science and Operations Management  

CORE 1600  
Ultimate Questions: Theology  

General Elective  

Credits  

Spring  

BIZ 4000  
Business Capstone  

MKT 4000  
Strategic Management and Policy  

Marketing Elective (p. 2)  

Choose one course from below  

Marketing Elective (p. 2)  

Choose one course from below  

THEO 2xxx or PHIL 2050  
Theology 2000-level course or Ethics  

Credits  

Total Credits  

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  

Credits  

15  

15  

16  

15  

13  

59
Contact Us
For additional questions please contact:

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