

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 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.

St. Louis Community 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
COM 107	Public Speaking (MOTR COMM 110)	3	CMM 1200	3

MTH 160 or MTH 186	Precalculus Algebra (MOTR MATH 130) or Survey of Calculus (MOTR MATH 150)	4	MATH 1200 or MATH 1320	4
HST 101 or HST 102	United States History to 1865 (MOTR HIST 101) or United States History from 1865 to the Present (MOTR HIST 102)	3	HIST 1600 or HIST 1610	3
BUS 104	Intro to Business Administration ‡ †	3	BIZ 1000	3
Credits		16		16
Spring				
ENG 102	College Composition II (MOTR ENGL 200)	3	ENGL 1900	3
ECO 151	Principles of Macroeconomics (MOTR ECON 101) ^ ‡ †	3	ECON 1900	3
	Natural Science with lab (MOTR course)	4	Natural Science Requirement	4
ACC 110	Financial Accounting I ‡ †	3	ACCT 2200	3
PHL 103 or PHL 104 or PHL 112	World Religions (MOTR RELG 100) or Ethics (MOTR PHIL 102) or Business Ethics (MOTR PHIL 102P)	3	THEO 2710 or PHIL 2050 or PHIL 3380	3
Credits		17		17
Year Two				
Fall				
ECO 152	Principles of Microeconomics (MOTR ECON 102) ^ ‡ †	3	ECON 1900	3

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)	3	"HIST 1110 or 3 HIST 1120"
ACC 114	Managerial Accounting ‡ †	3	ACCT 2220 3
BUS 201	Elementary Business Statistics ‡ †	3	OPM 2070 3
	Natural Science (lab optional) (MOTR course)	3	Natural Science 3 Requirement
Credits		15	15
Spring			
ENG 2xx	Literature Course (MOTR course)	3	Literature 3 Requirement
MTH 186 or MTH 210	Survey of Calculus (MOTR MATH 150) or Analytic Geometry and Calculus I	4	MATH 1320 4 MATH 1510
IB 100	International Business ‡ †	3	IB 2000 3
BLW 201	Legal Environment of Business	3	MGT 2000 3
Credits		13	13
St. Louis Community College Total Credits		61	61

† 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	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	
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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