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>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>
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</tr>
<tr>
<td>Credits</td>
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</table>

Year Two

<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>
<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>
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<tr>
<td>Credits</td>
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</tbody>
</table>

Spring

<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 102</td>
<td>College Composition II (MOTR ENGL 200)</td>
<td>ENGL 1900</td>
<td>3</td>
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<tr>
<td>ECO 151</td>
<td>Principles of Macroeconomics (MOTR ECON 101) ^ ‡ †</td>
<td>ECON 1900</td>
<td>3</td>
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<tr>
<td>Natural Science with lab (MOTR course)</td>
<td>Natural Science Requirement</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ACC 110</td>
<td>Financial Accounting I ‡ †</td>
<td>ACCT 2200</td>
<td>3</td>
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</tbody>
</table>

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)

ACC 114
Managerial Accounting ‡ 3
†

BUS 201
Elementary Business Statistics ‡ † 3

Natural Science (lab optional) (MOTR course) 3

Natural Science Requirement 3

Credits 15 15

Spring

ENG 2xx
Literature Course (MOTR course) 3

Literature Requirement 3

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.

† 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.

Spring

ECON 3140
Intermediate Microeconomics 3

MKT 4650
Marketing Analytics 3

PSY 1010
General Psychology 3

Credits 16

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

CORE 1600
Ultimate Questions: Theology 3

General Elective 3

Credits 15

Spring

BIZ 4000
Business Capstone 1

MKT 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 59

Marketing Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>MKT 3300</td>
<td>Marketing Channels and Distribution</td>
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<tr>
<td>MKT 3400</td>
<td>Integrated Marketing Communications</td>
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<tr>
<td>MKT 3500</td>
<td>Sports Marketing</td>
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<tr>
<td>MKT 3600</td>
<td>Marketing Research</td>
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<tr>
<td>MKT 3700</td>
<td>Social Media and Digital Marketing</td>
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<tr>
<td>MKT 4300</td>
<td>Retail Management</td>
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<tr>
<td>MKT 4440</td>
<td>Personal Selling</td>
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<tr>
<td>MKT 4450</td>
<td>Sales Management</td>
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<tr>
<td>MKT 4550</td>
<td>International Marketing</td>
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<tr>
<td>MKT 4600</td>
<td>Brand Management</td>
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</tr>
<tr>
<td>MKT 4910</td>
<td>Marketing Internship</td>
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</tbody>
</table>
Contact Us
For additional questions please contact:

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