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

<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>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>
</tbody>
</table>

Year One

Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 101</td>
<td>3</td>
</tr>
<tr>
<td>COM 107</td>
<td>3</td>
</tr>
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</table>

Year Two

Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 102</td>
<td>3</td>
</tr>
<tr>
<td>ECO 151</td>
<td>3</td>
</tr>
<tr>
<td>ACC 110</td>
<td>3</td>
</tr>
<tr>
<td>PHL 103 or PHL 104 or PHL 112</td>
<td>3</td>
</tr>
</tbody>
</table>

Credits 17 17

<table>
<thead>
<tr>
<th>MTH 160 or MTH 186</th>
<th>Precalculus Algebra (MOTR MATH 130) or Survey of Calculus (MOTR MATH 150)</th>
<th>4</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>BUS 104</td>
<td>Intro to Business Administration ¶ †</td>
<td>3</td>
</tr>
</tbody>
</table>

Credits 16 16

| ENG 102 | College Composition II (MOTR ENGL 200) | 3 |
| ECO 151 | Principles of Macroeconomics (MOTR ECON 101) | 3 |
| ACC 110 | Financial Accounting I ¶ † | 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 |

Credits 17 17

<table>
<thead>
<tr>
<th>ECO 152</th>
<th>Principles of Microeconomics (MOTR ECON 102)</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1200 or MATH 1320</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>HIST 1600 or HIST 1610</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BIZ 1000</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ACCT 2200</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>THEO 2710 or PHIL 2050 or PHIL 3380</td>
<td>3</td>
<td></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 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 ‡  
†  

ACC 114  
Managerial Accounting ‡  
†  

BUS 201  
Elementary Business Statistics ‡ †  

BUS 201  
Elementary Business Statistics ‡ †  

Natural Science (lab optional) (MOTR course)  

Natural Science (lab optional) (MOTR course)  

Credits  

Credits  

Spring  

ENG 2xx  
Literature Course (MOTR course)  

ENG 2xx  
Literature Course (MOTR course)  

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

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

IB 100  
International Business ‡ †  

IB 100  
International Business ‡ †  

BLW 201  
Legal Environment of Business  

BLW 201  
Legal Environment of Business  

St. Louis Community College Total 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  

* Year Three  

St. Louis University Courses  

* Year Three  

Credits  

Credits  

Spring  

ECON 3140  
Intermediate Microeconomics  

ECON 3140  
Intermediate Microeconomics  

MKT 4900  
Marketing Strategy  

MKT 4900  
Marketing Strategy  

Marketing Elective  
Choose one course from below  

Marketing Elective  
Choose one course from below  

OPM 3050  
Introduction to Management Science and Operations Management  

OPM 3050  
Introduction to Management Science and Operations Management  

THEO 1000  
Theological Foundations  

THEO 1000  
Theological Foundations  

Credits  

Credits  

Year Four  

Fall  

BIZ 4000  
Business Capstone  

BIZ 4000  
Business Capstone  

MKT 4900  
Strategic Management and Policy  

MKT 4900  
Strategic Management and Policy  

Marketing Elective  
Choose one course from below  

Marketing Elective  
Choose one course from below  

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

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

Credits  

Credits  

Marketing Electives  

Code  

Title  

Credits  

Code  

Title  

Credits  

MKT 3300  
Marketing Channels and Distribution  

MKT 3300  
Marketing Channels and Distribution  

MKT 3400  
Integrated Marketing Communications  

MKT 3400  
Integrated Marketing Communications  

MKT 3500  
Sports Marketing  

MKT 3500  
Sports Marketing  

MKT 3600  
Marketing Research  

MKT 3600  
Marketing Research  

MKT 3700  
Social Media and Digital Marketing  

MKT 3700  
Social Media and Digital Marketing  

MKT 4300  
Retail Management  

MKT 4300  
Retail Management  

MKT 4440  
Personal Selling  

MKT 4440  
Personal Selling  

MKT 4450  
Sales Management  

MKT 4450  
Sales Management  

MKT 4550  
International Marketing  

MKT 4550  
International Marketing  

MKT 4600  
Brand Management  

MKT 4600  
Brand Management  

MKT 4910  
Marketing Internship  

MKT 4910  
Marketing Internship  

Total Credits  

Total Credits  

56-59  

56-59  

Intermediate Macroeconomics  

Intermediate Macroeconomics  

Principles of Finance  

Principles of Finance  

Introduction to Business Technology Management  

Introduction to Business Technology Management  

Management Theory and Practice  

Management Theory and Practice  

Introduction to Marketing Management  

Introduction to Marketing Management  

Credits  

Credits  

16  

16  

12-15  

12-15  

13  

13  

56-59  

56-59
Contact Us

For additional questions please contact:

Ben Overberg
314-977-3417
ben.overberg@slu.edu