



# TRANSFER GUIDE

## AA General transferring into BS Marketing

Southwestern Illinois College Courses			
AA General – 64 hours			
ENG 101-3	Rhetoric and Composition I	Elective-4	Physical Science
ENG 102-3	Rhetoric and Composition II	Elective-4	Life Science
COMM 151-3	Fundamentals of Public Speaking	Elective-3	Fine Arts
MATH 113-4	Finite Math Bus Soc Sci	HES 151-2	Personal Health & Wellness
ECON 201-3	Principles of Economics I (Macro)	ACCT 110-4	Financial Accounting
ECON 202-3	Principles of Economics II (Micro)	ACCT 111-4	Managerial Accounting
Elective-3	Humanities	BUS 205-4	Economic & Business Statistics
PSYC 151/SOC 153-3	General Psyc/Intro Soc	BUS 215-3	Business Law
Elective-3	Humanities/Fine Arts	MATH 213-4	Calculus for Bus & Soc Sci
Elective-3	Comm, Hum -or- Soc/Beh Sci	Elective-1	
Southern Illinois University Carbondale Courses			
BS Marketing (MKTG) – 56 hours			
BUS 101-2	Open for Business	CoBA Elective-3	300/400 level
BUS 202-2	Business Career Transitions	MKTG 305-3	Consumer Behavior
FIN 330-3	Intro to Finance	MKTG 329-3	Marketing Channels & Logistics
MGMT 202-3	Business Communications	MKTG 363-3	Integrated Mktg Communications
MGMT 304-3	Intro to Management	MKTG 480-3	Marketing Research & Analysis
MGMT 318-3	Production-Operations Mgmt	MKTG 493-3	Marketing Strategy
MGMT 345-3	Computer Information Systems	MKTG Electives-9	300/400 level
MGMT 481-3	Administrative Policy	Electives-4	
MKTG 304-3	Principles of Marketing		
Total Hours to Bachelor Degree: 120 hours			

### Questions? Contact Us!

#### Southwestern Illinois College

Ashley Becker, Ph.D.

Dean, Business

P: 618-235-2700 ext.5298

E: [ashley.becker@swic.edu](mailto:ashley.becker@swic.edu)

#### Southern Illinois University Carbondale

Jasmine Winters

Chief Academic Advisor

P: 618-453-7496

E: [jwinters@business.siu.edu](mailto:jwinters@business.siu.edu)

**Salary Range:** \$41,000-\$51,000

**Possible Careers:** Marketing Account Executive  
Marketing Analyst  
Marketing Assistant  
Business Dev Representative  
Marketing Sales Representative

**Disclaimer:** You are encouraged to use this transfer guide when planning your progress towards degree completion. Following a transfer guide does not guarantee admission into the listed program. Information is attempted to be kept current; however, any curriculum changes reflected in the Undergraduate Catalog override the information on this guide. Contact your Academic Advisor for assistance in interpreting this guide.