

# TRANSFER GUIDE

## AAS Business Marketing transferring into BS Marketing

Kaskaskia College Courses			
AAS Business Marketing – 62 hours			
ENGL 101-3	English Composition	BUSN 127-3	Principles of Management
COMM 103-3	Fund of Speech Comm	BUSN 137-3	Digital Marketing & Analytics
MATH 143-3	Finite Math	BUSN 154-3	Principles of Personal Selling
ECON 205-3	Principles of Macroeconomics	BUSN 201-3	Business Communications
PSYH 101-3	Psychology	BUSN 206-3	Personal Finance
ACCT 100-3	Accounting Principles	BUSN 210-3	Legal & Social Environment Business
ACCT 201-4	Financial Accounting	BUSN 216-3	Retail Management & Merchandising
ACCT 202-3	Managerial Accounting	BUSN 156-4	Business Technology Applications
BUSN 103-3	Intro to Business	Electives-6	Business Electives
BUSN 115-3	Marketing Fundamentals I		
Southern Illinois University Carbondale Courses Capstone Option			
BS Marketing (MKTG) – 74 hours			
Elective-3	Humanities	MGMT 318-3	Production-Operations Mgmt
Elective-3	Physical Science	MGMT 345-3	Computer Information System
Elective-3	Life Science	MGMT 481-3	Administrative Policy
Elective-3	Fine Arts	MKTG 304-3	Principles of Marketing
Elective-3	Multicultural	CoBA Elective-3	300/400 level
ECON 240-3	Intro to Microeconomics	MKTG 305-3	Consumer Behavior
MATH 140-4	Short Course in Calculus	MKTG 329-3	Marketing Channels & Logistics
BUS 101-2	Open for Business	MKTG 363-3	Integrated Mktg Communications
BUS 202-2	Business Career Transitions	MKTG 480-3	Marketing Research & Analysis
FIN 330-3	Intro to Finance	MKTG 493-3	Marketing Strategy
MGMT 208-3	Business Data Analysis	MKTG Electives-9	300/400 level
MGMT 304-3	Intro to Management		
Total Hours to Bachelor Degree: 136 Hours			

College of Business & Analytics does not oversee facilitation of the general education or math courses. UCC and MATH online course availability can be found at <https://online.siu.edu/courses/index.php>. In some cases, in person proctoring, (not at SIU) may be required.

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

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

### Questions? Contact Us!

#### Kaskaskia College

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#### Southern Illinois University Carbondale

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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.



## Baccalaureate Degree Requirements

Each candidate for a bachelor's degree must complete the requirements listed:

**Hour Requirements.** Student must complete at least 120 semester hrs of credit. Each student must have at least 42 hrs in courses that number 300 or above from a four-year institution.

**Residence Requirements.** Student must complete the residency requirement by taking a total of 42 semester hrs at SIU Carbondale.

**Grade Point Average Requirements.** Student must have a C average for all work taken at SIU Carbondale. Some academic programs may require a higher graduating major GPA.

## Compact Agreement

SIU Carbondale has recognized Illinois regionally accredited community college transferable baccalaureate-oriented Associate of Arts or Associate of Science degrees under the Compact Agreement since 1970. SIUC will continue to recognize the baccalaureate oriented associate degree (A.A. or A.S. degree) under the Illinois Articulation Initiative as satisfying SIU University Core Curriculum (UCC) requirements. The Associate of Applied Science (A.A.S.), Associate in Engineering Science (A.E.S.), the Associate in General Studies (A.G.S.), and the Associate in Fine Arts (A.F.A.) are not covered under the Compact Agreement and do not carry the same benefits as the A.A. and A.S. degrees.

## Saluki Transfer Pathways

[Saluki Transfer Pathways](#) is the university's dual admission program that allows baccalaureate-oriented students at eligible community colleges intending to transfer to SIU Carbondale to benefit from early admission and pre-advisement for a baccalaureate program at SIUC. Saluki Transfer Pathways allows students to be conditionally admitted to SIU Carbondale up to two years in advance of their intended transfer term so they have access to transfer credit evaluation and the university's degree audit system. This allows students to address major specific requirements that may not be automatically fulfilled with the completion of an associate degree. Students apply to Saluki Transfer Pathways by completing the Application for Undergraduate Admission and indicating an interest in the program. To participate, students must have at least two semesters remaining at their community college. Direct questions about the Saluki Transfer Pathways program to [transfer@siu.edu](mailto:transfer@siu.edu).

## DegreeWorks

DegreeWorks is an easy-to-use, online degree audit tool specifically designed for students. Once admitted to SIU Carbondale, you can use it monitor your progress toward your degree in [Salukinet](#).

## Saluki Transfer Estimator Portal (STEP)

The [Saluki Transfer Estimator Portal](#) (STEP) is a web-based tool that integrates institutional course equivalency and degree audit data to provide an unofficial credit estimation and a more seamless transfer process. STEP gives transfer students a clear roadmap for timely degree completion by providing key information about how transfer credits apply to your intended program at SIU.

PROGRAM ARTICULATION DEGREE PLAN				
<b>Kaskaskia College</b>		<b>2024-2025</b>	<b>Southern Illinois University Carbondale</b>	
AAS Business Marketing - 62 Hours			BS Marketing (MKTG) - 120 Hours	
			UCC Capstone - 30 Hrs	
		Hrs		Hrs
			UNIV 101	Saluki Success
COMM 103	Fund of Speech Comm	3	CMST 101	Intro to Oral Communication
ENGL 101	English Composition	3	ENGL 101	English Composition I
			ENGL 102	English Composition II
MATH 143	Finite Math	3	MATH 139	Finite Math
			ECON 240	Intro to Microeconomics
ECON 205	Principles of Macroeconomics	3	ECON 241	Intro to Macroeconomics
PSYH 101	Psychology	3	PSYC 102	Intro to Psychology
			HUMANITIES	
			HUMANITIES	
			PHYSICAL SCIENCE	
			LIFE SCIENCE	
			FINE ARTS	
			HUMAN HEALTH	
			MULTICULTURAL	
		15		18
<b>Program Requirements</b>			<b>Program Requirements</b>	
Business Electives		6	Any courses not articulated will be used to satisfy general elective credit	
ACCT 100	Accounting Principles	3		
BUSN 103	Intro to Business	3		
BUSN 115	Marketing Fundamentals I	3		
BUSN 127	Principles of Management	3		
BUSN 137	Digital Marketing & Analytics	3		
BUSN 154	Principles of Personal Selling	3		
BUSN 216	Retail Management & Merchandising	3		
ACCT 201	Financial Accounting	4	ACCT 220	Accounting I-Financial
ACCT 202	Managerial Accounting	3	ACCT 230	Accounting II-Managerial
BUSN 156	Business Technology Applications	4	CS 200B -or- ITEC 229 (elective)	Computer Concepts -or- Computing for Business Administration
BUSN 201	Business Communications	3	MGMT 202	Business Communications
BUSN 206	Personal Finance	3	FIN 200 (elective)	Personal Finance
BUSN 210	Legal & Social Environment of Business	3	FIN 270	Legal & Social Environment Business
		47		
			MATH 140	Short Course in Calculus
			BUS 101	Open for Business
			BUS 202	Business Career Transitions
			FIN 330	Intro to Finance
			MGMT 208	Business Data Analysis
			MGMT 304	Intro to Management
			MGMT 318	Production-Operations Management
			MGMT 345	Computer Information Systems
			MGMT 481	Administrative Policy
			MKTG 304	Principles of Marketing
			CoBA Elective 300/400 level*	ACCT, BSAN, ECON, FIN, HTEM, MGMT, MKTG, PADM
			MKTG 305	Consumer Behavior
			MKTG 329	Marketing Channels & Logistics
			MKTG 363	Integrated Marketing Communications
			MKTG 480	Marketing Research & Analysis
			MKTG 493	Marketing Strategy
			MKTG Electives	300/400 level
				56
<b>Total semester hrs completed with AAS degree:</b>		<b>62</b>	<b>Total semester hrs completed with BS degree:</b>	
			<b>Total hrs to BS degree:</b>	
				<b>136</b>
*ECON/HTEM/PADM courses taken at a lower level that transfer as upper level courses will not satisfy this requirement				
Degree Plan updated on 4/19/24 by SG				