

## TRANSFER GUIDE

### AAS Business Marketing transferring into BS Marketing

| <b>Kaskaskia College Courses</b>                                       |                              |                  |                                     |
|--|------------------------------|------------------|-------------------------------------|
| <b>AAS Business Marketing – 62 hours</b>                               |                              |                  |                                     |
| 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     |                  |                                     |
| <b>Southern Illinois University Carbondale Courses Capstone Option</b> |                              |                  |                                     |
| <b>BS Marketing (MKTG) – 74 hours</b>                                  |                              |                  |                                     |
| 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          |                  |                                     |
| <b>Total Hours to Bachelor Degree: 136 Hours</b>                       |                              |                  |                                     |

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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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                     |   |
|   |  | <b>UCC Capstone - 30 Hrs</b>                        |   |
|   |  | <b>Hrs</b>  |   |
|   |  | 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                                       |   |
|   |  | <b>15</b>   |   |
|   |  |   | <b>18</b>                                     |
| <b>Program Requirements</b>   |  | <b>Program Requirements</b>                         |   |
| Business Electives  |  | 6   |   |
| 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                                      |
| ACCT 202  | Managerial Accounting                  | 3   | ACCT 230                                      |
| BUSN 156  | Business Technology Applications       | 4   | CS 200B -or- ITEC 229 (elective)              |
| BUSN 201  | Business Communications                | 3   | MGMT 202                                      |
| BUSN 206  | Personal Finance                       | 3   | FIN 200 (elective)                            |
| BUSN 210  | Legal & Social Environment of Business | 3   | FIN 270                                       |
|   |  | <b>47</b>   |   |
|   |  | 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                                 |
|   |  |   | 9   |
|   |  |   | <b>56</b>                                     |
| <b>Total semester hrs completed with AAS degree:</b>  | <b>62</b>                              | <b>Total semester hrs completed with BS degree:</b> | <b>74</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  |  |   |   |