

Lindenwood University - St. Charles Community College

MARKETING Transfer Guide

2009-2010-updated 9/15/09

General Education Requirements

The following St. Charles Community College courses may be taken to meet Lindenwood University requirements for a Bachelor of Arts in Marketing.

Visit Lindenwood University at www.lindenwood.edu or call 636-949-4949

For more information, contact David Arns at 636949-4789, darns@lindenwood.edu

SCC Course #	SCC Course Name	LU Course #	LU Course Name
COL 101	Orientation to College (1)	LUL 10100	Freshman Experience (2)

ENGLISH (6 hours = 2 courses)

ENG 101	English Comp I	ENG 15000	English Comp I
ENG 102	English Comp II	ENG 17000	English Comp II

**in order to transfer in either English Comp I or II, a student must have a grade of C or better.

SPEECH/COMMUNICATION (3 hours = 1 course)

SPE 104	Small Group Communication	COM 10500	Group Dynamics/Effective Spkg
SPE 101	Oral Communication	COM 11000	Fund of Oral Comm
SPE/GLC 215	Intercultural Communication	SW 10000	Intercultural Communication

LITERATURE (6 hours = 2 courses)

LIT 200	World Mythology		will satisfy a literature or cross cultural
LIT 207	Intro to Literature of the Bible		will satisfy a literature
LIT 210	American Lit 1620-1865	ENG 23500	American Literature I
LIT 215	Introduction to Poetry		will satisfy a literature
LIT 216	Dramatic Literature		will satisfy a literature
LIT 220	American Lit 1865-Pres	ENG 23600	American Literature II
LIT 230	Contemporary Fiction		will satisfy a literature
LIT 235	Literature of Popular Interest		will satisfy a literature
LIT 240	Contemporary Literature		will satisfy a literature
LIT 241	Sociology through Literature		will satisfy a literature
LIT 250	English Lit Before 1800		will satisfy a literature
LIT 252	Introduction to Shakespeare		will satisfy a literature
LIT 260	English Literature after 1800		will satisfy a literature
LIT 265	Fiction to Film		will satisfy a literature
LIT 271	Contemp Voices of Global Lit		will satisfy a literature or cross cultural
LIT 272	World Lit-Ancient World	ENG 20100	World Literature I
LIT 273	World Lit-Enlightment-20th Cent	ENG 20200	World Literature II
LIT 274	Evolution of Tragedy:Tragic Heroes		will satisfy a literature
LIT 275	Holocaust Literature		will satisfy a literature

PHILOSOPHY/RELIGION (3 hours = 1 course)

PHL 101	Intro to Philosophy	PHL15000	Intro to Philosophy
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PHL 102	Intro to Logic			will satisfy a philosophy/religion
PHL 160	Ethics		PHL 10200	Moral Life
PHL 201	World Religion		REL 15000	World Religions
PHL 260	Reason and Religion		PHL 32500	Philosophy of Religion

AMERICAN GOVERNMENT/AMERICAN HISTORY (3 hours = 1 course)

HIS 101	U.S. History to 1877		HIS 10500	America: Colony to Civil War
HIS 102	U.S. History since 1877		HIS 10600	America: Civil War to World Power
			HIS 15500	US Government
POL 101	American Government		PS 15500	American Government: Nation
POL 102	State and Local Government		PS 15600	American Government: States

WORLD HISTORY (3 hours = 1 course)

HIS 146	Western Civ: Modern Euro Herit.		HIS 10000	World History
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***HIS 145 will NOT count for World History**

FINE ART (3 hours = 1 course)

ART 101	Art Appreciation		ART 21000	Concepts in Visual Arts
ART 135	Ceramics I		ART 24000	Intro to Ceramics
ART 220	Photography I		ART 18100	Intro to Photography
ART 234	Digital Photography		ART 18100	Intro to Photography (Digital)
MUS 110	American Music Appreciation		MUS 15000	Music in America
MUS 111	Music Appreciation		MUS 16500	Intro to Music
MUS 231	Music History I		MUS 35500	History of Western Music I
MUS 232	Music History II		MUS 35600	History of Western Music II
PHE 140	Intro to Dance		DAN 10100	Intro to Dance
THE 122	Intro to the Theater		TA 11700	Intro to Theatrical Arts
THE 128	Fund of Acting		TA 10500	Fund of Acting

MATH (3 hours = 1 course) One math may satisfy the GE however, both are required for major

			MTH 13100***	Quantitative Methods for Business
MAT 175	Introductory Statistics		MTH 14100***	Basic Statistics

*****Required for Business Administration majors**

SOCIAL SCIENCE (6 hours = 2 courses from 2 separate disciplines)

ANT 102	Intro to Cultural Anthropology		ANT 11200	Cultural Anthropology
			ANT 12200	Human Evolution
ECO 100	Survey of Economics		BA 21000	Survey of Economics
ECO 120	Prin of Micro Econ		BA 21100	Prin of Microeconomics
			BA/HIS 31400	Economic History of the United States
CRJ 175	Criminology		CJ 10100	Criminology
PSY 101	Intro to Psychology		PSY 10000	Prin of Psychology
			PSY 10100	Interactive Psychology
SOC 101	Intro to Sociology		SOC 10200	Basic Concepts of Sociology
SOC 201	Contemporary Social Issues		SOC 22000	Social Problems
SOC 215	Marriage & Family		SOC 21400	The Family
SOC 224	Sex, Gender & Society		SOC 24000	Sociology of Gender Roles

			SW 24000	Human Diversity
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CROSS-CULTURAL OR FOREIGN LANGUAGE (6 hours = 2 courses)

Must take 2 cross-cultural courses OR 2 of the same foreign language courses.

ANT 102	Intro to Cultural Anthropology		ANT 11200	Cultural Anthropology
ANT 151	World Archaeology			will satisfy a cross cultural
ANT 171	Intro to Egyptology			will satisfy a cross cultural
ANT 220	Middle East: People & Cultures			will satisfy a cross cultural
HIS 145	Western Civ, Ancient & Medieval		HIS 22300	Ancient & Medieval World
HIS 201	Intro to Non-Western Civilization		HIS 20500	History of Asia
POL 201	International Relations		PS 35000	International Relations
LIT 200	World Mythology			will satisfy a cross cultural or literature
LIT 271	Cont. Voices of Global Lit			will satisfy a cross cultural or literature
LIT 272	World Lit-Ancient World-Renais		ENG 20100	World Literature I
LIT 273	World Lit-Enlightenment-20th Cent		ENG 20200	World Literature II
LIT 275	Holocaust Literature			will satisfy a cross cultural or literature
PHL 201	World Religion		REL 15000	World Religions
GEO 100	Prin of Geography		GEO 20100	World Regional Geography
MUS 231	Music History I		MUS 35500	History of Western Music I
MUS 232	Music History II		MUS 35600	History of Western Music II
THE 124	History of Film		COM 37000	History of Film
**ANY FOREIGN LANGUAGE(6 hours = 2 classes from same language)				

SCIENCE (7 hours = 2 courses from different disciplines)

One science MUST have a lab

BIOLOGY				
BIO 100	INTRO TO BIOLOGY			GE Biological Science w/out lab
BIO 101	GENERAL BIO I & LAB (4)		BIO 10000	CONCEPTS IN BIOLOGY W/ LAB
BIO 102	GENERAL BIO II & LAB (4)		BIO 25200	GENERAL BIOLOGY II & Lab (4)
BIO 105	ESSENTIALS OF BIOLOGY		BIO 11000	PRINCIPLES OF BIOLOGY
BIO 106	ESSENTIALS OF BIOLOGY LAB			GE Biological Science lab only
BIO 110	HUMAN BIOLOGY		BIO 10700	HUMAN BIOLOGY
BIO 113	HUMAN BIOLOGY LAB (1)			GE Biological Science lab only
BIO 120	INTRO TO ECOLOGY (3)			GE Biological Science w/out lab
BIO 121	INTRO TO ECOLOGY LAB (3)			GE Biological Science lab only
BIO 122	ENVIRONMENTAL SCIENCE		CHM 11100	ENVIRONMENTAL SCIENCE
BIO 125	GENERAL BOTANY & LAB (4)			GE Biological Science with lab
BIO 140	NUTRITION PATHWAYS		BIO 12100	NUTRITION
BIO 240/243	ANATOMY & PHYS I & LAB (4)		BIO 22700	ANATOMY & PHYSIOLOGY I & LAB (4)
BIO 295	TOPICS IN BIOLOGY (1-4)		BIO 10600	MODERN TOPICS IN BIOLOGY
PHYSICAL SCIENCE				
CHM 101	INTRO TO CHEMISTRY (3)			GE Physical Science w/out lab
CHM 103	INTRO TO CHEMISTRY LAB (1)			GE Physical Science lab only
CHM 110	GENERAL CHEMISTRY I (3)		CHM 23100	General Chemistry 2 (3)
CHM 111	GENERAL CHEMISTRY II (3)		CHM 23200	General Chemistry 3 (3)
CHM 113	GENERAL CHEMISTRY I LAB (2)		CHM 24100	General Chemistry 2 Lab (1)
CHM 114	GENERAL CHEMISTRY II LAB (2)		CHM 24200	General Chemistry 3 Lab (1)

PHY 111	INTRO TO PHYSICAL SCIENCE (3)			GE Physical Science w/out lab
PHY 113	INTRO TO PHYSICAL SCIENCE LAB (1)			GE Physical Science lab only
PHY 150	GENERAL PHYSICS I (3)			GE Physical Science w/out lab
PHY 151	GENERAL PHYSICS II (3)			GE Physical Science w/out lab
PHY 153	GENERAL PHYSICS I LAB (1)			GE Physical Science lab only
PHY 154	GENERAL PHYSICS II LAB (1)			GE Physical Science lab only
PHY 240	COLLEGE PHYSICS I (3)			GE Physical Science w/out lab
PHY 241	COLLEGE PHYSICS II (3)			GE Physical Science w/out lab
PHY 243	COLLEGE PHYSICS I LAB (1)			GE Physical Science lab only
PHY 244	COLLEGE PHYSICS II LAB (1)			GE Physical Science lab only
EARTH SCIENCE				
PHY 105	Environmental Geology (3)			GE Earth Science w/out lab
PHY 107	Environmental Geology Laboratory (1)			GE Earth Science lab only
PHY 125	INTRO TO PHY GEOLOGY (3)	ESC 10500		SURVEY OF GEOLOGY
PHY 127	INTRO TO PHYSICAL GEOLOGY LAB (1)			GE Earth Science lab only
PHY 130	ASTRONOMY	ESC 13000		INTRO TO ASTRONOMY
PHY 131	ASTRONOMY LAB (1)	ESC 13100		ASTRONOMY LAB
PHY 225	HISTORICAL GEOLOGY (3)			GE Earth Science w/out lab
PHY 227	HISTORICAL GEOLOGY LAB (1)			GE Earth Science lab only

NOTE: please refer to the GE Advising Handbook for a complete list of LU classes accepted for general education.

MARKETING

CORE REQUIREMENTS (36 hours - 12 courses)

ACT 110	Financial Acct I	BA 20000	Prin of Financial Acctg
ACT 130	Managerial Acct	BA 20100	Prin of Managerial Acctg
ECO 120	Prin of Micro	BA 21100	Prin of Microeconomics
ECO 110	Prin of Macroecon	BA 21200	Prin of Macroeconomics
CPT 115	Intro to Data Processing	BA 24000	Intro to Info Systems
BUS 220	Business Finance	BA 32000	Prin of Finance
BUS 201	Bus Org & Mgnt	BA 33000	Prin of Management
BUS 230	Prin of Marketing	BA 35000	Prin of Marketing
BUS 246	Legal Environ Bus	BA 36000	Business Law I
		BA 37000	Intro to Management Science
		BA 43000	Management Policy
ENG 125	Business Writing	COM 30300	Written Comm for Business
			All Marketing majors must take both:
		MTH 13100	Quantitative Methods for Business
MTH 175	Statistics	MTH 14100	Basic Statistics
			Must show proficiency or required to take:
		COL 17000	Microcomputer Applications
			Marketing Classes
			A total of 24 hours Core Requirements
		BA 35100	Marketing Info & Research

		BA 35500	Selling
		BA 35600	Pricing Strategy & Negotiations
		BA 35800	Advertising & Promo Strategy
		BA 45300	Marketing Mgmt & Planning
		Also, three (3) courses from the following	
		must be taken as sales/marketing electives	
		BA 17100	Intro to Retailing
		BA 26000	Retail Communication
		BA 35300	Retail Buying
		BA 35700	Channels & Distribution
		BA 35900	Event Management
		BA 37200	Survey of Retail Operations
		BA 45100	Consumer Behavior
		BA 45200	Prin of Public Relations
		BA 45800	International Marketing
		BA 46100	Retail Merchandising Control
		BSM 35300	Sport Marketing & Promotion

Bachelor of Arts degrees are conferred in Accounting, Arts Management, Business Administration, Entrepreneurial Studies, Finance, Human Resource Management, International Business, Management Information Systems, Marketing, and Retail Merchandising.

Concentrations are available in Accounting, Economics, Finance, Human Resource Management, Management, International Business, Management Information Systems, Marketing, and Retail Merchandising.

Minors are available in Business Administration, Economics, or Retail Merchandising.

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