

# Lindenwood University - Southwestern Illinois College

## Marketing Transfer Guide

### General Education Requirements

The following Southwestern Illinois College (SWIC) courses may be taken to meet Lindenwood University (LU) requirements for a Bachelor of Arts in Marketing.

Visit Lindenwood University at [www.lindenwood.edu](http://www.lindenwood.edu) or call 636-949-4949.

For more information contact David Arns at 636-949-4789 or [darns@lindenwood.edu](mailto:darns@lindenwood.edu)

SWIC Course #	SWIC Course Name	LU Course #	LU Course Name
ED 101	Freshman Seminar (1-3)	LUL 101	Freshman Experience (2)

#### **ENGLISH (6 hours = 2 courses)**

ENG 101	Rhetoric & Comp I	ENG 150	English Comp I
ENG 102	Rhetoric & Comp II	ENG 170	English Comp II

#### **SPEECH/COMMUNICATION (3 hours = 1 course)**

SPCH 155	Interpersonal Communication	COM 105	Group Dynamics & Eff Spkg
SPCH 151	Fundamentals of Public Speaking	COM 110	Fund of Oral Comm

#### **LITERATURE (6 hours = 2 courses)**

LIT 213	American Literature I	ENG 235	American Literature I
LIT 214	American Literature II	ENG 236	American Literature II
LIT 201	World Literature I	ENG 201	World Literature I
LIT 202	World Literature II	ENG 202	World Literature II
LIT 251	British Literature I		Literature Elective
LIT 252	British Literature II		Literature Elective
LIT 290	Shakespeare-Comedies & Histories		Literature Elective
LIT 291	Shakespeare-Tragedies&Romances		Literature Elective
LIT 299	Topics in Literature		Literature Elective
LIT 117	Literature Written by Women		Literature Elective
LIT 203	The Bible as Literature I		Literature Elective
LIT 204	The Bible as Literature II		Literature Elective
LIT 205	Lit of Dev/Non-Western Countries		Literature Elective
LIT 208	Topics in Film and Literature		Literature Elective
LIT 215	Contemporary Multicultural Amer Lit		Literature Elective

#### **PHILOSOPHY/RELIGION (3 hours = 1 course)**

PHIL 152	Ethics	PHL 102	Moral Life
PHIL 150	Introduction to Philosophy	PHL 150	Intro to Philosophy

#### **FINE ART (3 hours = 1 course)**

ART 112	Basic Design II	ART 136	Three Dimensional (3-D) Design
ART 116	Photography I	ART 181	Intro to Photography
ART 101	Art Appreciation	ART 210	Concepts of Visual Arts
ART 104	Art History I: Prehistoric-Gothic	ART 220	History of Art
ART 105	Art History II: Renaissance-Modern	ART 220	History of Art
ART 113	Ceramics I	ART 240	Intro to Ceramics
MUS 103	Music Literature	MUS 165	Introduction to Music
SPCH 120	Theatre Appreciation	TA 117	Intro to the Theatrical Arts

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

HST 180	U.S. History to 1865		HIS 105	America:Colony to Civil War
HST 181	U.S. History, 1865 to the Present		HIS 106	America:Civil War to World Power
POLS 262	American Government (State & Local)		PS 156	American Government: The States
POLS 150	Intro to American Government		PS 155	American Government: The Nation

**WORLD HISTORY (3 hours = 1 course)**

HIST 102	World Civilization II		HIS 100	World History
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**MATH (2 courses) Both courses are required and will satisfy the GE and major requirements)**

MATH 113	Finite Math for Bus & Soc Sci (4)		MTH 131	Quantitative Methods for Business
MATH 107	General Education Statistics (4)		MTH 141	Basic Statistics

**SOCIAL SCIENCE (6 hours = 2 courses)**

ANTH 150	Cultural Anthropology		ANT 112	Cultural Anthropology
ECON 115	Introduction Economics		BA 210	Survey of Economics
AOJ 160	Criminology		CJ 200	Criminology
PSYC 151	General Psychology		PSY 100	Prin of Psychology
PSYC 200	Applied Psychology		PSY 101	Interactive Psychology
SOC 153	Introductory Sociology		SOC 102	Basic Concepts of Sociology
SOC 255	The Family		SOC 214	The Family
SOC 203	Social Problems		SOC 220	Social Problems

**CROSS-CULTURAL OR FOREIGN LANGUAGE (6 hours = 2 courses)****Must take 2 cross-cultural courses OR 2 of the SAME foreign language courses.**

ANTH 150	Cultural Anthropology		ANT 112	Cultural Anthropology
ANTH 210	Native American Cultures		ANT 210	Native American Indians
ART 104	Art History I: Prehistoric-Gothic		ART 220	History of Art
ART 105	Art History II: Renaissance-Modern		ART 220	History of Art
ART 102	Art Survey: Modern to Contemporary		ART 362	Twentieth Century Art/Contemporary
LIT 201	World Literature I		ENG 201	World Literature I
LIT 202	World Literature II		ENG 202	World Literature II
GEOG 152	World Regional Geography		GEO 201	World Regional Geography
HIST 114	Latin American History		HIS 220	History of Latin American
HIST 1101	World Civilization I		HIS 223	Ancient and Medieval History
SOC 230	Race and Ethnicity		SOC 318	Race and Ethnicity
HIST 152	European Civilization II			Cross Cultural Elective
HIST 115	Mid-East History			Cross Cultural Elective
HIST 117	African History			Cross Cultural Elective

**ANY FOREIGN LANGUAGE ( 6 hours from same language)**

FREN 101	Elementary French I (4)		FLF 101	Elementary French I
FREN 102	Elementary French II (4)		FLF 102	Elementary French II
FREN 201	Intermediate French I (4)		FLF 201	Intermediate French I
FREN 202	Intermediate French II (4)		FLF 202	Intermediate French II
GERM 101	Elementary German I (4)		FLG 101	Elementary German I
GERM 102	Elementary German II (4)		FLG 102	Elementary German II
GERM 201	Intermediate German I (4)		FLG 201	Intermediate German I
GERM 202	Intermediate German II (4)		FLG 202	Intermediate German II
RUSS 101	Elementary Russian I (4)		FLR 101	Elementary Russian I
RUSS 102	Elementary Russian II (4)		FLR 102	Elementary Russian II
SPAN 101	Elementary Spanish I (4)		FLS 101	Elementary Spanish I
SPAN 102	Elementary Spanish II (4)		FLS 102	Elementary Spanish II
SPAN 201	Intermediate Spanish I (4)		FLS 201	Intermediate Spanish I

SPAN 202	Intermediate Spanish II (4)	FLS 202	Intermediate Spanish II
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**SCIENCE (7 hours - TWO (2) DIFFERENT DISCIPLINES = 2 courses)**

One science **MUST** have a lab

**BIOLOGY**

BIOL 101	Principles of Biology I (4)	BIO 100	Concepts in Biology (4)
BIOL 105	Human Biology (4)	BIO 107	Human Biology
BIOL 100	Gen Bio: Ecology, Evolution & Genetics (4)	BIO 112	Environmental Biology (4)
BIOL 108	General Ecology (4)		Biology Elective
<b>PHYSICAL SCIENCE</b>			
CHEM 101	Introductory Chemistry (5)	CHM 100	Concepts in Chemistry (4)
BIOL 106	Environmental Science	CHM 111	Environmental Science
CHEM 105	General Chemistry I (5)		Chemistry Elective
<b>EARTH SCIENCE</b>			
ES 102	Physical Geology (4)	ESC 100	Physical Geology (4)
ES 250	Intro to Weather & Climate (4)	ESC 110/111	Intro to Meteorology/Lab (4)
ES 150	Rocks & Minerals		General Education Earth Science
ES 180	Historical Geology (4)		General Education Earth Science
ES 101	Earth Science (4)		General Education Earth Science
ATY 101	Astronomy	ESC 130	Intro to Astronomy

**MARKETING**

		<b>CORE REQUIREMENTS (36 hours)</b>	
ACCT 110	Financial Accounting	BA 200	Prin of Financial Acctg
ACCT 111	Managerial Accounting	BA 201	Prin of Managerial Acctg
ECON 202	Principles of Economics II (Micro)	BA 211	Prin of Microeconomics
ECON 201	Principles of Economics II (Macro)	BA 212	Prin of Macroeconomics
		BA 240	Intro to Information Systems
		BA 320	Principles of Finance
		BA 330	Principles of Management
		BA 350	Principles of Marketing
		BA 360	Business Law I
		BA 370	Intro to Management Science
		BA 430	Management Policy
		COM 303	Written Comm for Business
		<b>Additional requirements for Marketing:</b>	
		BA 351, BA 355, BA 356, BA 358, BA 453, plus 9	
		hours from: BA 171, BA 260, BA 353, BA 357, BA 359	
		BA 372, BA 451, BA 452, BA 458, BA 461 or BSM 353.	
		<b>All Business Admin students must take:</b>	
MATH 113	Finite Math for Bus & Soc Sci (4)	MTH 131	Quantitative Methods for Business
MATH 107	General Education Statistics (4)	MTH 141	Basic Statistics
		<b>Must show proficiency or required to take:</b>	
		COL 170	Microcomputer Applications

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

All students pursuing the degrees listed above (with the exception of Arts Management and Human Resource Management) are required to complete a core requirements of 36 hours.

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*Courses taken Fall 2008 or after will be accepted as shown in this transfer guide. Course equivalencies or general education courses that are no longer accepted but were taken Summer semester 2008 or before will be honored according to the previous transfer agreement.*