

Lindenwood University - St. Charles Community College

MARKETING (BA) Transfer Guide

MARKETING

CORE REQUIREMENTS (36 hours)

STCCC Course #	St. Charles Community College	LU Course #	Lindenwood University - Belleville
ACT 110	Financial Accounting I (4)	ACCT 21010	Principles of Financial Accounting
ACT 130	Managerial Accounting	ACCT 21011	Principles of Managerial Accounting
BUS 220	Principles of Finance	FIN 32000	Principles of Finance
BUS 255	International Business	INTL 38000	Global Business and Society
BUS 101	Introduction to Business	MGMT 16022	Introduction to Business and Free Enterprise
BUS 201	Principles of Management	MGMT 26032	Principles of Management
BUS 246	Legal Environment of Business	MGMT 26061	Business Law I
		MGMT 36033	Business Analytics I
		MGMT 46082	Management Policy
CPT 115	Intro to Data Processing	MIS 24000	Introduction to Information Systems
BUS 230	Principles of Marketing	MRKT 35010	Principles of Marketing
		Plus one of the HRM courses below:	
BUS 206	Human Resources Management	HRM 36510	Human Resource Management
BUS 210	Organizational Behavior	MGMT 36050	Organizational Behavior
		All Business Admin students must pass with a C or better:	
MAT 175	Introductory Statistics	MTH 14100	Statistics (GE-Math) courses
		MTH 24100	
		Select one of the following (GE-Math) courses: (*MTH 14200 will not prepare students for higher level calculus courses if the student changes to a BS program. Students must have C or better in MTH 15100 or higher or have passed the appropriate placement exams to enroll in MTH 17500 or higher.)	
		MTH 14200	Quantitative Methods for Business
MAT 156	College Algebra -Educators (4)	MTH 15100	College Algebra
MAT 157	College Algebra-General Education (4)	MTH 15100	College Algebra
MAT 158	College Algebra-General Education (4)	MTH 15100	College Algebra
MAT 162	College Algebra-STEM (4)	MTH 15100	College Algebra
MAT 171	Pre-Calculus (6)	MTH 15200	Precalculus: Elem Functions
MAT 210	Survey Calculus (4)	MTH 17300	Survey Calculus
		MTH 17500	Business Calculus & Applications
MAT 180	Calculus & Analytic Geometry I (5)	MTH 27100	Calculus I
MAT 230	Calculus & Analytic Geometry II (5)	MTH 27200	Calculus II

Complete a PSB&E approved Communication course:			
		COM 10200	Public Debate
SPE 104	Small Group Communication	COM 10500	Group Dynamics & Effective Speaking
SPE 101	Oral Communications	COM 11000	Fund of Oral Communication
SPE 102	Public Speaking	COM 11000	Fund of Oral Communication
GLC 215	Intercultural Communication	SW 10000	Intercultural Communication
ECO 110	Prin of Macroeconomics	ECON 23030	Principles of Macroeconomics
ECO 120	Prin of Microeconomics	ECON 23020	Principles of Microeconomics
		Major Requirements	
		MRKT 35020	Marketing Information and Research
		MRKT 35030	Pricing Strategy and Negotiations
BUS 232	Advertising & Sales Promotion	MRKT 35040	Advertising and Promotional Strategy
BUS 238	Personal Selling	MRKT 35050	Selling
		MRKT 45080	Marketing Management and Planning
		Three elective major courses (9 credit hours) selected from the following options:	
		INTL 48010	International Marketing
		MGMT 36042	Principles of Supply Chain Management
		MRKT 35060	Product Management
		MRKT 39000-39999	Special Topics in Marketing
		MRKT 45060	Marketing Communications

BUS 236	Consumer Behavior	MRKT 45070	Consumer Behavior
		MRKT 45095	Internship
		MRKT 49000-49999	Special Topics in Marketing
		NPA 30000	Fundraising
		NPA 38300	Marketing for Nonprofit Organizations

**MGMT 16022 is waived if the student has nine or more credit hours in business coursework when entering the program*

***MGMT 46082 is the capstone course, which is to be taken during the student's last semester of the business program. Note that students pursuing a BA in Sport Management will not take MGMT 46082. Sport Management students will fulfill the capstone requirement with SPMGT 47080.*

For more information contact Nick Hand at 618-239-6154 or NHand@lindenwood.edu

Visit Lindenwood University-Belleville at www.lindenwood.edu/belleville or call 618-239-6154.