A.A./A.S. majoring in Marketing
Pathway to B.S. in Marketing

	Shawnee Community College					
Year 1	ENG-0111	English Comp I	3	ENG-0112	English Comp II	3
	PSY-0211 or SOC-0212	Intro to Psy. or Sociology	3	ACC-0111	Financial Accounting	4
	BUS-0124	Bookkeeping	3	Humanities	Elective	3
	MAT-0119	Finite Math	3	MAT-0215	Applied Calc for Bus	4
	MUS-0130	Intro to American Music	4	Physical Science	Elective	3
			16			17

	Shawnee Community College					
Year 2	SPC-0111	Speech	3	ECO-0212	Intro to Microeconomics	3
	ACC-0112	Managerial Accounting	4	Life Science	Elective	4
	Elective	Transfer Elective (For A.A) Life/Physical Science(For A.S.)	3	MAT-0210	Gen Elem Statistics	4
	ECO-0211	Intro to Macroeconomics	3	BUS-0225	Business Communication	3
	BUS-0215	Legal & Social Envir	3	Humanities	Elective	3
			16			17

	Southern Illinois University-Carbondale					
Year 3 & 4	MKTG 304(A)	Principles of Mkt	3	FIN 330(A)	Intro to Finance	3
	MKTG 305(B)	Consumer Behavior	3	MGMT-481	Administrative Policy	3
	MGMT-304(A)	Intro to Management	3	MKTG-329	Marketing Channels & Logistics	3
	MGMT-345(A)	Computer Infor. Systems	3	MKTG-363	Integrated Marketing Comm	3
	MGMT-318	Production Operations Mgmt	3	MKTG-480	Marketing Research & Analysis	3
	BUS-101	Open for Business	2	MKTG-493	Marketing Strategy	3
	BUS-202	Business Career Transitions	2	MKTG Electives	300/400	9
	Electives		7	CoBA Electives	300/400	3

Updated: 2/6/2023