

# MARKETING, B.S. (JEFFCO 2+SLU)

This program plan is part of the formal 2+SLU transfer agreement between Jefferson College and Saint Louis University.

Students in this program will satisfy the degree requirements published in the 2023-2024 academic catalog at Jefferson College and the 2025-2026 academic catalog at SLU. Students must complete all courses and transfer to SLU by the fall 2028 semester.

Students who plan to transfer to SLU after fall 2028 should contact a transfer admission counselor (<https://www.slu.edu/admission/transfer/contact.php>) to explore options.

Students who have been following a program plan from a previous year's academic catalog can reference their older program plan by reviewing previous catalogs (<https://catalog.slu.edu/previous-catalogs/>).

For additional information see the catalog entry for:

Marketing, B.S. (<https://catalog.slu.edu/colleges-schools/business/marketing/marketing-bs/>)

## Admission Requirements

- Students must complete all the courses outlined on the Program Plan unless an exception is approved by SLU.
- Students must complete an application for admission.
- Students may be subject to admission review under circumstances outlined in the Admission Policies (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/admission-policies/>).
- Students must present a 2.50 cumulative college GPA at the time of transfer to SLU.
- This program plan is structured for a Fall semester start at SLU. Students interested in starting the Spring semester should contact SLU to explore this option.

## Program Plan

Program Plans provide a guided pathway for students to earn an associate degree at their home institution and a bachelor's degree at Saint Louis University. Students may change the sequence in which they complete courses at their home institution. Students who complete a course that is not part of this Program Plan are encouraged to contact SLU to see if the course could be substituted.

## Jefferson College Courses

| Transfer Course | Transfer Course Title                 | Transfer Course Credits | Equivalent SLU Course | Equivalent SLU Credits |
|-----------------|---------------------------------------|-------------------------|-----------------------|------------------------|
| <b>Year One</b> |                                       |                         |                       |                        |
| <b>Fall</b>     |                                       |                         |                       |                        |
| ENG 101         | College Composition I (MOTR ENGL 100) | 3                       | ENGL 1500             | 3                      |

|                               |  |                |   |           |
|-------------------------------|--|----------------|---|-----------|
| MTH 134                       | College Algebra (MOTR MATH 130) <sup>1</sup>   | 3              | MATH 1200   | 3         |
|                               | First Year Experience  | 1              | Elective  | 1         |
| ECO 101                       | Macroeconom3 (MOTR ECON 101)   | 3              | ECON 1ELE <sup>2</sup> <sub>3 4</sub>                       | 3         |
| BUS 101                       | Intro to Business Administration   | 3              | BIZ 1001 <sup>3 4</sup>                                     | 3         |
|                               | Performance Humanities Course <sup>5</sup>   | 3              | CORE 2800   | 3         |
|                               |  | <b>Credits</b> |   | <b>16</b> |
| <b>Spring</b>                 |  |                |   |           |
| ENG 102                       | College Composition II (MOTR ENGL 200)   | 3              | ENGL 1900   | 3         |
| ECO 102                       | Microeconomi3 (MOTR ECON 102)  | 3              | ECON 1900 <sup>2</sup> <sub>3 4</sub>                       | 3         |
| CIS 125                       | Computer Concepts Applications   | 3              | BTM 2000  | 3         |
| HST 103 or HST 104            | U.S. History I to Reconstruction (MOTR HIST 101) OR U.S. History II from Reconstruction (MOTR HIST 102)                          | 3              | HIST 1600 or HIST 1610                                      | 3         |
| PHIL 202                      | Ethics (MOTR PHIL 102)   | 3              | PHIL 2050   | 3         |
|                               |  | <b>Credits</b> |   | <b>15</b> |
| <b>Year Two</b>               |  |                |   |           |
| <b>Fall</b>                   |  |                |   |           |
| BIO 101 or CHM 101 or CHM 111 | General Biology (MOTR BIOL 100L) OR Introductory Chemistry (MOTR CHEM 100L) OR General Chemistry I (MOTR CHEM 150L) <sup>6</sup> | 4              | BIOL 1240 & BIOL 1245 or CHEM 1050 or CHEM 1110 & CHEM 1115 | 4         |
| PSY 101                       | General Psychology (MOTR PSYC 100)   | 3              | PSY 1010  | 3         |

|  |   |       |                                    |       |
|--|---|-------|------------------------------------|-------|
| BUS 240                                | Financial Accounting  | 3     | ACCT 2200 <sup>3</sup><br>4        | 3     |
| BUS 168 or MATH 168                    | Business Statistics or Probability and Statistics           | 3     | OPM 2070 <sup>3</sup> <sup>4</sup> | 3     |
| PHL 102                                | Introduction to Philosophy (MOTR PHIL 100)                  | 3     | PHIL 1700                          | 3     |
| <b>Credits</b>                         |   | 16    |                                    | 16    |
| <b>Spring</b>                          |   |       |                                    |       |
|  | Natural Science (lab optional) (MOTR course)                | 3     | Elective                           | 3     |
| BUS 241                                | Managerial Accounting                                       | 3     | ACCT 2220 <sup>3</sup><br>4        | 3     |
| MTH 161 or MTH 180                     | Calculus for Business and the Social Sciences or Calculus I | 3-5   | MATH 1320<br>or<br>MATH 1510       | 3-5   |
| COM 110                                | Public Speaking (MOTR COMM 110)                             | 3     | CMM 1200                           | 3     |
| BUS 261                                | Business Communicatio                                       | 3     | ENGL 4000                          | 3     |
| <b>Credits</b>                         |   | 15-17 |                                    | 15-17 |
| <b>Jefferson College Total Credits</b> |   | 62-64 |                                    |       |

|                      |  |              |
|----------------------|--|--------------|
| FIN 3010             | Principles of Finance  | 3            |
| MGT 3000             | Management Theory and Practice                               | 3            |
| MKT 3000             | Introduction to Marketing Management                         | 3            |
| <b>Credits</b>       |  | <b>16-17</b> |
| <b>Spring</b>        |  |              |
| BIZ 3000             | Career Foundations   | 1            |
| CORE 2500            | Cura Personalis 2: Self in Contemplation                     | 0            |
| ECON 3140            | Intermediate Microeconomics                                  | 3            |
| IB 2000              | Introduction to International Business                       | 3            |
| MGT 2000             | Legal Environment of Business I                              | 3            |
| Major Courses        |  | 6            |
| <b>Credits</b>       |  | <b>16</b>    |
| <b>Year Four</b>     |  |              |
| <b>Fall</b>          |  |              |
| BTM 2500             | Data Modeling, Analysis and Visualization                    | 3            |
| CORE 1600            | Ultimate Questions: Theology                                 | 3            |
| OPM 3050             | Introduction to Management Science and Operations Management | 3            |
| Major Courses        |  | 9            |
| <b>Credits</b>       |  | <b>18</b>    |
| <b>Spring</b>        |  |              |
| CORE 4000            | Collaborative Inquiry  | 3            |
| CORE 4500            | Reflection-in-Action   | 0            |
| MGT 4000             | Strategic Management and Policy                              | 3            |
| Major Courses        |  | 6            |
| <b>Credits</b>       |  | <b>12</b>    |
| <b>Total Credits</b> |  | <b>62-63</b> |

**Marketing major courses (<https://catalog.slu.edu/colleges-schools/business/marketing/marketing-bs/#requirementstext>)**

## Contact Us

For additional questions, please contact:

Transfer Admission  
314-977-2500  
transfer@slu.edu

- <sup>1</sup> Students who test into MTH 161 or higher do not need to take this course and may select a different MOTR course if needed for their AA degree.
- <sup>2</sup> Must take ECO 101 and ECO 102 to transfer as ECON 1900 Principles of Economics (3 cr).
- <sup>3</sup> SLU must articulate this course if it is transferred into Jeffco from another institution or testing service.
- <sup>4</sup> This course must be passed with a grade of "C" or higher.
- <sup>5</sup> Choose from ART 115, 123, 141, 143, 150, 160, ENG 104, THT 110.
- <sup>6</sup> Additional Courses may be approved. Contact SLU for additional options.

## Saint Louis University Courses

| Course            | Title                                | Credits |
|-------------------|--------------------------------------|---------|
| <b>Year Three</b> |                                      |         |
| <b>Fall</b>       |                                      |         |
| BIZ 1002          | Business Foundations Excel Lab       | 0       |
| BIZ 1100          | Business in Action                   | 1       |
| CORE 1000         | Ignite First Year Seminar            | 2-3     |
| CORE 1500         | Cura Personalis 1: Self in Community | 1       |
| ECON 3120         | Intermediate Macroeconomics          | 3       |