

Lindenwood University - St. Charles Community College

MARKETING Transfer Guide

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 101	Freshman Experience (2)

ENGLISH (6 hours - 2 courses)

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

SPEECH/COMMUNICATION (3 hours - 1 course)

SPE 101	Oral Communication	COM 110	Fund of Oral Comm
SPE 104	Small Group Communication	COM 105	Group Dynamics/Effective Spkg
SPE 215/GLC 215	Intercultural Communication	SW 100	Intercultural Communication

LITERATURE (6 hours = 2 courses)

LIT 200	World Mythology		Lit or Cross Cultural
LIT 210	American Lit 1620-1865	ENG 235	American Literature I
LIT 215	Introduction to Poetry		Literature Elective
LIT 216	Dramatic Literature	TA 336	Survey of Dramatic Literature
LIT 220	American Lit 1865-Pres	ENG 236	American Literature II
LIT 230	Contemporary Fiction		Literature Elective
LIT 235	Literature of Popular Interest		Literature Elective
LIT 240	Contemporary Literature		Literature Elective
LIT 241	Sociology through Literature		Literature Elective
LIT 250	English Lit Before 1800		Literature Elective
LIT 252	Introduction to Shakespeare		Literature Elective
LIT 260	English Literature after 1800		Literature Elective
LIT 265	Fiction to Film		Literature Elective
LIT 271	Contemp Voices of Global Lit		Lit or Cross Cultural
LIT 272	World Lit-Ancient World	ENG 201	World Literature I
LIT 273	World Lit-Enlightment-20th Cent	ENG 202	World Literature II
LIT 274	Evolution of Tragedy: Tragic Heroes		Literature Elective
LIT 275	Holocaust Literature		Literature Elective

PHILOSOPHY/RELIGION (3 hours = 1 course)

PHL 101	Intro to Philosophy	PHL150	Intro to Philosophy
PHL 102	Intro to Logic		Philosophy Elective
PHL 160	Ethics	PHL 102	Moral Life
PHL 201	World Religion	REL 150	World Religions
PHL 260	Reason and Religion	PHL 325	Philosophy of Religion

WORLD HISTORY (3 hours = 1 course)

HIS 146	Western Civ: Modern Euro Herit.	HIS 100	World History
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***HIS 145 will NOT count for World History**

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

HIS 101	U.S. History to 1877		HIS 105	America: Colony to Civil War
HIS 102	U.S. History since 1877		HIS 106	America: Civil War to World Power
HIS 115	U.S. History since 1945			History Elective
POL 101	American Government		PS 155	American Government: Nation
POL 102	State and Local Government		PS 156	American Government: States

FINE ART (3 hours = 1 course)

ART 101	Art Appreciation		ART 210	Concepts of Visual Arts
ART 135	Ceramics I		ART 240	Intro to Ceramics
ART 150	Survey/Western Art History I:			Fine Art Elective
ART 151	Survey/Western Art History II:			Fine Art Elective
ART 160	Modern & Contemporary Art History			Fine Art Elective
ART 220	Photography I		ART 181	Intro to Photography
ART 230	Photography II		ART 181	Intro to Photography
ART 234	Digital Photography		ART 181	Intro to Photography (Digital)
MUS 111	Music Appreciation		MUS 165	Intro to Music
MUS 229/THE 229	History of Amer Theatre I			Fine Art Elective
MUS 231	Music History I		MUS 355	History of Western Music I
MUS 232	Music History II		MUS 356	History of Western Music II
THE 122	Intro to the Theater		TA 117	Intro to Theatrical Arts
THE 128	Fund of Acting		TA 105	Fund of Acting

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

			MTH 131***	Quantitative Methods for Business
MAT 175	Introductory Statistics		MTH 141***	Basic Statistics

*****Required for Marketing majors**

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 112	Cultural Anthropology
ANT 151	World Archaeology			Cross Cultural
ANT 171	Intro to Egyptology			Cross Cultural
ANT 220	Middle East: People & Cultures			Cross Cultural
HIS 145	Western Civ, Ancient & Medieval		HIS 223	Ancient & Medieval World
HIS 201	Intro to Non-Western Civilization		HIS 205	History of Asia
POL 201	International Relations		PS 350	International Relations
ANY FOREIGN LANGUAGE(6 hours = 2 courses from same language)				
LIT 200	World Mythology			Lit or Cross Cultural
LIT 271	Cont. Voices of Global Lit			Lit or Cross Cultural
LIT 272	World Lit-Ancient World-Renais		ENG 201	World Literature I
LIT 273	World Lit-Enlightenment-20th Cent		ENG 202	World Literature II
LIT 275	Holocaust Literature			Lit or Cross Cultural
PHL 201	World Religion		REL 150	World Religions
GLC 133	Cult of Cent Amer/Caribbean (1-3)			Cross Cultural (1-3)
GLC 135	Cult of Amazon & Andes (1-3)			Cross Cultural (1-3)
GLC 170	African Culture (1-3)			Cross Cultural (1-3)
GLC 180	Australian Culture 1-3)			Cross Cultural (1-3)
GEO 100	Prin of Geography		GEO 201	World Regional Geography
MUS 231	Music History I		MUS 355	History of Western Music I
MUS 232	Music History II		MUS 356	History of Western Music II
THE 124	History of Film		COM 370	History of Film

SOCIAL SCIENCE (6 hours - 2 courses from two separate disciplines)

ANT 102	Intro to Cultural Anthropology		ANT 112	Cultural Anthropology
CRJ 175	Criminology		CJ 200	Criminology
ECO 100	Survey of Economics		BA 210	Survey of Economics
PSY 101	Intro to Psychology		PSY 100	Prin of Psychology
PSY 210	Human Growth & Dev		SW 280	Human Behaviour/Social Environment
SOC 101	Intro to Sociology		SOC 102	Basic Concepts of Sociology
SOC 102	Intro to Sociological Theory			Social Science Elective
SOC 201	Contemporary Social Issues		SOC 220	Social Problems
SOC 215	Marriage & Family		SOC 214	The Family
SOC 224	Sex, Gender & Society		SOC 240	Sociology of Gender Roles

SCIENCE (7 hours - 2 courses from 3 different disciplines)**One science MUST have a lab**

BIOLOGY				
BIO 100	Intro to Biology		BIO 110	Prin in Biology
BIO 101/103	General Biology I & Lab (4)		BIO 251	General Biology I & Lab (4)
BIO 110	Human Biology (3)		BIO 107	Human Biology (3)
BIO 113	Human Biology Lab (1)			Biology Elective Lab (1)
BIO 120	Intro to Ecology (3)		BIO 112	Environmental Biology (4)
BIO 125/127	General Botany & Lab (4)		BIO 320	Plant Biology (4)
BIO 130	Human Sex & Reproduction (3)			Biology Elective
BIO 140	Nutrition Pathways (3)		BIO 121	Nutrition
BIO 265	Pathophysiology (3)			Biology Elective
PHYSICAL SCIENCE				
CHM 101/103	Intro to Chemistry & Lab (4)		CHM 100	Concepts of Chemistry & Lab (4)
BIO 122	Environmental Science (3)		CHM 111	Environmental Science (3)
CHM 110/113	General Chem I & Lab (5)		CHM 251/261	General Chem I & Lab (5)
CHM 240/243	Organic Chem I & Lab (5)		CHM 361	Organic Chem I & Lab (4)
PHY 111/113	Intro to Physical Sci w/lab (4)			Physical Science
EARTH SCIENCE				
PHY 130	Astronomy		ESC 130	Intro Astronomy
PHY 131	Astronomy Lab (1)		ESC 131	Astronomy Lab (1)
PHY 125/127	Intro to Phy Geology w/lab (4)		ESC 100	Physical Geology w/lab (4)
PHY 125	Intro to Phy Geology		ESC 105	Survey of Geology
PHY 150/153	General Phy I & Lab I (4)		PHY 251	Intro To Physics I & Lab (4)
PHY 225/227	Historical Geology & Lab (4)			Earth Science Elective
PHY 240/243	College Phys I & Lab (5)		PHY 301	General Physics I & Lab (4)

MARKETING**CORE REQUIREMENTS (36 hours - 12 courses)**

ACT 110	Financial Acct I		BA 200	Prin of Financial Acctg
ACT 130	Managerial Acct		BA 201	Prin of Managerial Acctg
ECO 120	Prin of Micro		BA 211	Prin of Microeconomics
ECO 110	Prin of Macroecon		BA 212	Prin of Macroeconomics
CPT 115	Intro to Data Processing		BA 240	Intro to Info Systems
BUS 220	Business Finance		BA 320	Prin of Finance
BUS 201	Bus Org & Mgnt		BA 330	Prin of Management
BUS 230	Prin of Marketing		BA 350	Prin of Marketing
BUS 246	Legal Environ Bus		BA 360	Business Law I
			BA 370	Intro to Management Science
			BA 430	Management Policy

			COM 303	Written Comm for Business
			All Marketing majors must take both:	
			MTH 131	Quantitative Methods for Business
MTH 175	Statistics		MTH 141	Basic Statistics
			Must show proficiency or required to take:	
CPT 103/BAS 103	Microcomputer Applications		COL 170	Microcomputer Applications
			Additional 24 hours Core Requirements	
			at the 300 or 400 level.	
			See a LU advisor for for details	

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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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.