

# MARKETING, B.S.B.A. (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 2025-2026 academic catalog at Jefferson College and the 2026-2027 academic catalog at SLU. Students must complete all courses and transfer to SLU by the fall 2029 semester.

Students who plan to transfer to SLU after fall 2029 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.B.A. (<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 at least 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	UNIV 1ELE	1
ECO 101	Macroeconom3 (MOTR ECON 101)	3	ECON 1ELE <sup>2</sup>	3 <sup>3 4</sup>
BUS 101	Intro to Business Administration	3	BIZ 1001 <sup>3 4</sup>	3
	Humanities and Fine Arts requirement-choose one: ART 115 (ART 2000), ART 123 (ART 2400), ART 127 (CMM 2510), ART 129 (ART 2450), ART 141 (ART 2200), ART 150 (ART 2650), ART 160 (ART 2700), ENG 104 (ENGL 3100), or THT 110 (THR 2510)	3	CORE 2800	3
	<b>Credits</b>	16		16
<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>	3 <sup>3 4</sup>
	Computer Literacy Requirement (if needed)	3	Elective	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

Credits		15			15
<b>Year Two</b>					
<b>Fall</b>					
	Choose one:	3-5	CORE 3800	3-5	
	BIO 101 (BIOL 1ELE), BIO 109 (BIOL 1ELE), CHM 101 (CHEM 1ELE), CHM 102 (CHEM 1ELE), CHM 111 (CHEM 1110 and CHEM 1115), PHY 105 (EAS 1430 and EAS 1435), or PHY 223 (PHYS 1610 PHYS 1620)				
	MOTR Elective (if needed)	3	Elective	3	
BUS 240	Financial Accounting	3	ACCT 2200 <sup>3</sup> 4	3	
BUS 168	Business 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>		15-17		15-17	
<b>Spring</b>					
	Natural Science (lab optional) (MOTR course)	3	Elective	3	
BUS 241	Managerial Accounting	3	ACCT 2220 <sup>3</sup> 4	3	
MTH 161 or MTH 180	Calculus for Business and the Social Sciences or Calculus I	3-5	MATH 1320 or 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			

- <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.

## 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
BTM 2000	Introduction to Business Technology Management	3
CORE 1500	Cura Personalis 1: Self in Community	1
ECON 3120	Intermediate Macroeconomics	3
FIN 3010	Principles of Finance	3
MGT 3000	Management Theory and Practice	3
MKT 3000	Introduction to Marketing Management	3
<b>Credits</b>		<b>17</b>
<b>Spring</b>		
BIZ 3000	Career Foundations	1
CORE 1000	Ignite First Year Seminar	2-3
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		3
<b>Credits</b>		<b>15-16</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](mailto:transfer@slu.edu)