

# Lindenwood University/Jefferson College

## Marketing Transfer Guide

### General Education Requirements

The following Jefferson College courses may be taken to meet Lindenwood University requirements for a Bachelor of Arts in Marketing.

Visit Lindenwood University at [www.lindenwood.edu](http://www.lindenwood.edu) or call 636-949-4949  
David Arns at 636-949-4789 or [darns@lindenwood.edu](mailto:darns@lindenwood.edu)

JC Course #	JC Course Name	LU Course #	LU Course Name
		LUL 101	Freshman Experience

#### **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)**

SPD 105	Oral Communication	COM 110	Fund of Oral Comm
SPD 175	Public Speaking	COM 110	Fund of Oral Comm

#### **LITERATURE (6 hours = 2 courses)**

ENG 105	Literary Types: Poetry/Short Story		Literature Elective
ENG 106	Literary Types: Drama/Short Novel		Literature Elective
ENG 215	World Lit Before 1650	ENG 201	World Literature I
ENG 216	World Lit: After 1650	ENG 202	World Literature II
ENG 225	English Lit: Before 1800		Literature Elective
ENG 226	English Lit: After 1800		Literature Elective
ENG 228	American Lit: Before 1865	ENG 235	American Literature I
ENG 229	American Lit: After 1865	ENG 236	American Literature II
ENG 235	The Shakespeare Plays		Literature Elective
ENG 250	Mythology		Literature Elective

#### **PHILOSOPHY/RELIGION (3 hours = 1 course)**

PHL 102	Intro to Philosophy	PHL 150	Intro to Philosophy
PHL 201	World Religions	REL 200	World Religions
PHL 202	Ethics	PHL 102	Moral Life: A Study of Ethics

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

HST 103	US History I to Reconstruction	HIS 105	America: Colony to Civil War
HST 104	US History II from Reconstruction	HIS 106	America: Civil War-World Power
PSC 102	US & MO Gov'ts & Constitutions	PS 155	American Gov't: The Nation

**WORLD HISTORY (3 hours = 1 course )**

			HIS 100	World History
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**FINE ART (3 hours = 1 course)**

ART 101	Art Appreciation		ART 210	Concepts of Visual Arts
ART 123	Ceramics/Pottery I		ART 240	Intro to Ceramics
ART 103	Survey of Art I		ART 220	History of Art
ART 150	Digital Photography I		ART 181	Intro to Photography
MSC 135	History of Rock & Roll		MUS 140	Survey of Contemporary Music
MSC 101	Fundamentals of Music		MUS 165	Intro to Music Literature
MSC 131	Appreciation of Music		MUS 165	Intro to Music Literature
MSC 137	World Music		MUS 355	Music Hist I: Western & Global Music
MSC 231	Mus Lit: Before 1750		MUS 356	Hist of Music II: Baroque & Classical
SPD 120	Theatre Appreciation		TA 117	Intro to Theatrical Arts
SPD 130	Beginning Acting		TA 105	Fundamentals of Acting

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

			MTH 131***	Quantitative Methods for Math
MTH 168	Bus 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.**

ART 103	Survey of Art I		ART 220	History of Art
ENG 215	World Lit Before 1650		ENG 201	World Literature I
ENG 216	World Lit: After 1650		ENG 202	World Literature II
GEO 103	World Regional Geography		GEO 201	World Regional Geography
HST 201	Ancient & Medieval Civilization		HIS 223	Ancient & Medieval World
HST 203	Modern Europe			Cross Cultural Elective
HST 210	Asian Civilization		HIS 205	History of Asia
MSC 137	World Music		MUS 355	Music Hist I: Western & Global Music
MSC 231	Music Lit: Before 1750		MUS 356	Hist of Music II: Baroque & Classical
MSC 232	Music Lit: After 1750		MUS 357	Hist/Music III: Romantic-Modern Era
<i>ANY FOREIGN LANGUAGE (6 hours from same language)</i>				
PHL 201	World Religions		REL 200	World Religions

**SOCIAL SCIENCE (6 hours = 2 courses)**

ECO 100	Intro to Economics		BA 210	Survey of Economics
PSY 101	General Psychology		PSY 100	Prin of Psychology
PSY 120	Psychology-Personal Adjustment		PSY 101	Interactive Psychology
SOC 101	General Sociology		SOC 102	Basic Concepts of Sociology
SOC 240	Marriage and Family		SOC 214	The Family
SOC 250	Social Disorganization		SOC 220	Social Problems
SOC 210	Alcohol, Drugs, and Society		SOC 315	Alcohol, Drugs & Society
PSY 205	Human Development		PSY 280	Human Development
PSY 205	Human Development		SW 280	Human Behavior-Social Enviro

**SCIENCE (7 hours - two (2) different disciplines = 2 courses)**One science **MUST** have a lab**BIOLOGY**

BIO 101	General Biology (5)		BIO 100	Concepts in Biology (4)
BIO 116	Anatomy & Phys/Health Care		BIO 107	Human Biology
BIO 102	Concepts in Biology		BIO 110	Principles in Biology
PNE 143	Nutrition		BIO 121	Nutrition

**PHYSICAL SCIENCE**

CHM 101	Intro Chemistry (5)		CHM 100	Concepts in Chem (4)
CHM 102	Concepts in Chemistry		CHM 105	Chemistry in Society
CHM 111	General Chem I (5)		CHM 251/261	General Chemistry I & Lab (5)
CHM 200	Organic Chem I (5)		CHM 361	Organic Chemistry I (4)
PHY 111	Elem College Physics I (5)		PHY 251	Intro Physics I (4)
PHY 223	General Physics I (4)		PHY 301	General Physics I (4)

**EARTH SCIENCE**

PHY 105	Physical Geology (4)		ESC 105	Survey of Geology (3)
PHY 106	Intro to Astronomy (4)		ESC 130/131	Astronomy (3) Lab (1)

## MARKETING

### CORE REQUIREMENTS (36 hours)

		BA 200	Prin of Financial Acctg
		BA 201	Prin of Managerial Acctg
ECO 102	Microeconomics	BA 211	Prin of Microeconomics
ECO 101	Macroeconomics	BA 212	Prin of Macroeconomics
		BA 240	Intro to Info Systems
		BA 320	Prin of Finance
		BA 330	Prin of Management
		BA 350	Prin of Marketing
		BA 360	Business Law I
		BA 370	Intro to Management Science
		BA 430	Management Policy
		COM 303	Written Comm for Business
		<b>All Business Admin student must take:</b>	
		MTH 131	Quantitative Meth for Math
MTH 168	Business Statistics	MTH 141	Basic Statistics
		<b>Must show proficiency or required to take:</b>	
		COL 170	Microcomputer Applications
		<b>A total of 24 hours Core Requirements</b>	
		BA 351	Marketing Info & Research
		BA 355	Selling
		BA 356	Pricing Strategy & Negotiations
		BA 358	Advertising & Promo Strategy
		BA 453	Marketing Mgmt & Planning
		<b>Also, three (3) courses from the following must be taken as sales/marketing electives</b>	
		BA 171	Intro to Retailing
		BA 260	Retail Communication
		BA 357	Channels & Distribution
		BA 359	Event Management
		BA 372	Survey of Retail Operations
		BA 451	Consumer Behavior
		BA 452	Prin of Public Relations
		BA 458	International Marketing
		BA 461	Retail Merchandising Control
		BSM 353	Sport Marketing & Promotion

**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.**

**For further information on the LU-Marketing degree please contact David Arns at 696-949-4789 or [darns@lindenwood.edu](mailto:darns@lindenwood.edu)**

*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.*