



**CHICAGO STATE  
UNIVERSITY**

# City Colleges of Chicago

## **Transfer Guide**

BS in Marketing

The College of Business offers a contemporary business program in **Marketing**. We combine academic rigor in the field of business and commerce, with external projects, internships, and other experiential activities, which enable our students to apply classroom theory to real-life business situations. CSU's College of Business is accredited by the Accreditation Council for Business Schools and Programs.

### **Mission**

The mission of the College of Business is to promote quality business education that is learner-centered and technologically responsive to a culturally and economically diverse student population. Through its programs, the College is committed to developing students by:

- Providing foundations in business for students who have the ability to, and desire to, learn.
- Producing graduates who are responsible, discerning, ethical, and informed citizens with a commitment to lifelong learning, business leadership, entrepreneurship, service, and being a change agent locally and globally.
- Fostering a collegial environment that values the personal growth and academic success of individuals through its teaching, research, service, and entrepreneurial initiatives.
- Supporting other university academic programs by collaboration and providing business instruction to enrich their curricula.

### **Vision**

Our vision is to be an outstanding and transformational learning center committed to the development of a culturally and economically diverse student population that prepares students to change lives by leading in their respective disciplines and communities.

### **Highlights**

The College of Business offers a Bachelor of Science degree in Business and Administration, with a concentration in Marketing. A marketing student learns consumer behavior, marketing research, advertising, digital and social marketing, and brand management, among other marketing techniques and concepts. Graduates are afforded the opportunity to enter companies in sales, marketing research, public relations, as well as buyer-related positions.

### **Advisors**

Scott Upshaw  
supshaw@csu.edu  
773.995-4487

Roosevelt Martin  
rmartin@csu.edu  
773.995.3953



## CCC Management/Marketing (A.A.S.) to CSU Business Administration – Marketing (B.S.)

CCC Management/Marketing, Associate in Applied Science			CSU BS in Business Administration, Marketing		
Course #	Course Title	Credit Hours	Course #	Course Title	Credit Hours
ENGLISH 101	Composition I	3	ENG 1270	Composition I	3
SPEECH 101	Fund of Speech Communication	3	CMAT 1140	Communication	3
Life Science or Physical Science	IAI Life Science or Physical Science	4*	Life Science or Physical Science	IAI Life Science or Physical Science	3 (4)*
<b>Recommended General Education Coursework</b>					
PHIL 107	Ethics (IAI Humanities)	3	PHIL 2520	Business Ethics	3
ECON 201	Principles of Economics I (IAI SOC/BEH SCI)	3	ECON 1010	Principles of Macroeconomics	3
		<b>(16)</b>			<b>(16)</b>
<b>Required Management/Marketing Program Coursework</b>			<b>Business Core, Marketing Program, and Electives</b>		
BUS 111	Introduction to Business	3	MGMT 1030	Intro to Modern Business Systems	3
MATH 140**	College Algebra	4*	MATH 1200	College Algebra	3(4)
BUS 181	Financial Accounting	4*	ACCT 2110	Financial Accounting	3 (4)
BUS 211	Business Law I	3	ACCT 2291	Business Law I	3
BUS 231	Marketing	3	MKTG 3110	Principles of Marketing	3
BUS 269	Principles of Management	3	MGMT 3010	Principles of Management	3
SOC 201	Intro to the Study of Society (HD)	3	SOC 1010	Introduction to Sociology	3
		<b>(23)</b>			<b>(23)</b>
<b>Recommended Program Elective Coursework</b>			<b>Management Program Coursework</b>		
BUS 182	Managerial Accounting	4*	ACCT 2111	Managerial Accounting	3(4)
CIS 120	Intro to Computer Applications	3	INSY 1370	Microcomputer Applications	3
CIS 123	Micro Spreadsheets	3	INSY 3200	Business Problem Solving	3
<b>***Select five courses from the following***</b>					
BUS 206	Auditing	3	ACCT 4315	Advanced Auditing	3
BUS 208	Federal Income Tax	3	ACCT 3293	Federal Income Tax	3
BUS 213	Data Visualization and Presentation	3	FIN 3630	Financial Modeling (BE)	3
BUS 271	Human Resource Management	3	MGMT 3600	Human Resource Management	3
BUS 237	Selling	3	MKTG 3200	Principles of Sales (ME)	
BUS 272	Sales Management	3	MKTG 3790	Sales Administration & Control (ME)	3
CIS 145	Database Management	3	INSY 3280	Database Systems (BE)	3
		<b>(25)</b>			<b>(25)</b>
<b>Total Credit Hours Taken at CCC</b>		<b>64</b>	<b>Total Credit Hours Transferred to CSU</b>		<b>64</b>

\*Four credit courses taken at CCC will transfer as such to CCC.

\*\*Math 140 College Algebra is recommended to fulfill degree requirements at CSU. Students who do not take Math 140 will be required to take MATH 1200 College Algebra at CSU.

**Courses required at Chicago State University for BS in Marketing**

<b>General Education Coursework</b>		
Life Science	IAI Life Science (if not taken at CCC)	3
Physical Science	IAI Physical Science (if not taken at CCC)	3
ENG 1280	Composition II	3
	IAI Humanities/Fine Arts Elective	3
	IAI Fine Arts Elective	3
		<b>(12)</b>
<b>Business Support Coursework</b>		
ECON 1020	Principles of Microeconomics	3
MATH 1400	Basic Calculus	3
ENG 2790	Business Writing	3
		<b>(9)</b>
<b>Business Core Coursework</b>		
FIN 2660	Principles of Finance	3
MGMT 1020	Career Fluency	3
MGMT 3020	Organizational Behavior	3
MGMT 3240	Operations/Production Management	3
MGMT 4850	International Business	3
MGMT 4890	Business Policy & Strategy	3
QBA 2000	Statistics for Business	3
QBA 3500	Quantitative Business Applications	3
		<b>(24)</b>
<b>Marketing Concentration Coursework</b>		
MKTG 3780	Consumer Behavior	3
MKTG 4830	Marketing Research	3
MKTG 4880	Advance Marketing Management	3
Program Elective	Marketing and Business Elective	3
		<b>(12)</b>
<b>CSU Completion Credit Hours</b>		<b>57</b>

<b>CCC Transferred Credit Hours</b>	<b>64</b>
<b>CSU Completion Credit Hours</b>	<b>57</b>
<b>Total Degree Credit Hours</b>	<b>121</b>