

**STCC Associate in Science in Business Administration (Business Transfer)  
to  
AIC Bachelor of Science in Business Administration: Marketing**

STCC Course #	STCC Course Name	STCC Credit	AIC Course #	Sub-category	AIC Course name	AIC Credit	
<b>Personal and Professional Development</b>							
Waive	Waive	0	AIC1140		APEX1 (or elective)- Waive	0	
			AIC2140		APEX2	1	
			AIC3140		APEX3	1	
			AIC4140		APEX4	1	
<b>Civic and Social Responsibility</b>							
<i>(4 courses, 12 credits total, with at least 1 course in each area)</i>							
PSY101 or SOC101	General Psychology or Introduction to Sociology	3		CSR: Individual and Interpersonal Behavior	General Psychology 1 or Introduction to Sociology	3	
				CSR: Global Perspective	Civic and Social Responsibility (see AIC approved gen. ed. Sheet)	3	
<b>Human Culture and Expression</b>							
<i>(5 courses, 15 credits total, with 2 courses in Composition and Communication and the 3 remaining courses in at least 2 of the remaining 3 areas)</i>							
ENG101	English Composition	3	ENG1201	HCE: Composition and Communication	English Composition	3	
ENG102	Composition 2	3	ENG 1202	HCE: Composition and Communication	Analytical Writing	3	
EL-HUM	Humanities (see AIC approved gen. ed. Sheet)	3		HCE	Human Culture and Expression (see AIC approved gen. ed. Sheet)	3	
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EL-HUM	Humanities (see AIC approved gen. ed. Sheet)	3		HCE	Human Culture and Expression (see AIC approved gen. ed. Sheet)	3	
<b>Scientific Perspectives and Inquiry</b>							
EL-SCI	General Lab Science Elective	4	SCI ELE		Science Gen Ed course (with lab)	4	
					Science Gen Ed course (with lab)	4	
<b>Business Core</b>							
ACC101	Accounting 1	4	ACC1201		Principles of Accounting I	3	
Waive	Waive		ACC1601		Principles of Accounting II	0	
			BUS1407		Business Communications	3	
			BUS3000		Business Law	3	
ECN101	Introduction to Macroeconomic	3	ECO1401	CSR: American Heritage/Society	Macroeconomics	3	
ECN102	Introduction to Microeconomics	3	ECO1402	CSR: American Heritage/Society	Microeconomics	3	
FIN101	Introduction to Finance	3	FIN2003		Managerial Finance	3	
			IBS1400		Introduction to International Business	3	
MAT127	Calculus for Business, Life and Social Sciences 1	3	MAT1250		Finite Mathematics I - Substitute MAT127 for this requirement (not course equivalent)	3	
MAT115	Statistics	3	MAT1430	Quantitative Literacy	Foundations of Statistics	3	
MGT101	Principles of Management	3	MGT1400		Principles of Management	3	
CMP106	Computer Basics: Concepts & Applications	3	MIS1220		Applications of Microcomputers	3	
			MIS2310		Introduction to Management Information Systems	3	
MKT101	Principles of Marketing	3	MKT1450		Principles of Marketing	3	
			MGT4800		Senior Policy Seminar	3	
<b>Major Requirements</b>							
			MKT2600		Consumer Behavior	3	
			MKT2610		Distribution Strategies	3	
			MKT2700		Brand and Price Strategies	3	
			MKT2710		Marketing Communication Strategies	3	
			MKT4810		Strategic Marketing	3	
			BUS4899		Internship	3	
			MKT3XXX		3XXX level or higher Marketing course	3	
			MKT3XXX		3XXX level or higher Marketing course	3	
			MKT3XXX		3XXX level or higher Marketing course	3	
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			MKT3XXX		3XXX level or higher Marketing course	3	
<b>Electives</b>							
EL-BUSN	Business Elective	3	ELE		Elective	3	
EL-BUSN	Business Elective	3	ELE		Elective	3	
EL-SCI	Science Elective	3	ELE		Elective	3	
ACC260	Managerial Accounting	3	ELE		Elective	3	
					Elective	3	
<b>Total Credits Earned at STCC</b>		<b>62</b>				<b>Total AIC Credits Required</b>	<b>60</b>