



**francis** worldwide

**Bachelor of Science, Organizational Leadership**

**PHCC MARKETING MANAGEMENT (A.A.S.)**

**Student:** \_\_\_\_\_

***Penn Highlands Semester I***

Transfer	SFU Eq.	Code	Description	Cr.
	FREE	ACP 100	Academic and Career Planning	1
	WRIT 102	ENG 110	English Composition I**	3
	MATH 111	MAT 110	Business Mathematics	3
	BUS 101	BUS 110	Introduction to Business	3
	FREE	DSG 110	Graphic Design	3
	ACCT 101	ACC 150	Accounting Principles I	3
<b>Total Credits</b>				<b>16</b>

***Penn Highlands Semester III***

Transfer	SFU Eq.	Code	Description	Cr.
	FREE	MKT 120	Market Research	3
	FREE	MKT 140	Advertising	3
	FREE	BUS 130	Personal Consumer Finance	3
	PHIL 313	BUS 225	Business Ethics	3
	SOC SCI	SOC SCI	PSY, GOV, SOC, ANT, CIV	3
<b>Total Credits</b>				<b>15</b>

***Penn Highlands Semester V***

Transfer	SFU Eq.	Code	Description	Cr.
	CPSC	CIT 100	Microcomputer Applications	3
	FNAR	ART or MUS	Art or Music Elective	3
	HIST	HIST	Any History Elective	3
	ECON 102	ECO 110	Microeconomics	3
	MGMT 102	BUS 206	Operations Management and Process Improvement	3
	PHIL 205	PHI 110	Intro to Philosophy	3
<b>Total Credits</b>				<b>18</b>

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Complete	Semester	Code	Description	Cr.
	Fa, Sp, Su	LANG	Language 102 or Higher	3
	Sp, Su, W	COMM 208	Writing & Communicating in Business	3
	Fa, Sp, Su, W	RLST 105/205	Franciscanism	3
	Sp	MGMT 206	Global Management Strategy	3
<b>Total Credits</b>				<b>12</b>

98 credit transfer

***Penn Highlands Semester II***

Transfer	SFU Eq.	Code	Description	Cr.
	CORE 114	COM 101	Public Speaking	3
	SCI	ANY SCI	ANY SCIENCE ELECTIVE	3
	MKTG 101	BUS 230	Principles of Marketing	3
	MGMT 101	BUS 125	Management Principles	3
	FREE	MKT 100	Consumer Behavior	3
<b>Total Credits</b>				<b>15</b>

***Penn Highlands Semester IV***

Transfer	SFU Eq.	Code	Description	Cr.
	MGMT EL	MKT 200	Sales and Customer Service	3
	MGMT 201	BUS 165	Human Resource Management	3
	MGMT EL	MKT 220	Digital Marketing Analytics	3
	BLAW 301	BUS 210	Business Law	3
	LIT 104	ENG 200	English Composition II	3
	FREE	BUS 298	Business Management Internship	2-4
<b>Total Credits</b>				<b>17-19</b>

***Penn Highlands Semester VI***

Transfer	SFU Eq.	Code	Description	Cr.
	ECON 101	ECO 100	Macroeconomics	3
	ACCT 102	ACC 230	Managerial Accounting	3
	FREE			3
	FREE			3
	FREE			3
<b>Total Credits</b>				<b>15</b>

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Complete	Semester	Code	Description	Cr.
	Fa	STAT 301	Quantitative Business Analysis I	3
	Sp	STAT 302	Quantitative Business Analysis II	3
	Su	FIN 202	Finance	3
	Fa	MGMT 326	Organizational Behavior	3
	Fa, Sp, Su	CORE 407	Keystone Seminar	3
	Sp	MGMT 401	Strategic Management	3
<b>Total Credits</b>				<b>18</b>

Finalized 10/6/2020-CLL