

**Penn Highlands Community College, Entrepreneurship, AAS  
Seton Hill University, BS in Marketing**

**Online. Flexible. Convenient.**

**3+1/Joint Degree**

**Seton Hill Course**

**PHCC Transfer Course**

**MAJOR: 51 credits**

SBU100: Principles of Acctn I (3 cr)

ACC 150 TR in

BU101: Principles of Acctn II 3 cr

Take ACC 175 - Year 3

ECO101 Principles of Microeconomics (3 cr)

Take ECO 110 - Year 3

ECO 102: Principles of Macroeconomics (3 cr)

Will take through SHU

SCA 325: Business Communication (3cr)

will take through SHU

DT 100: Intro to Data Analytics (3 cr)

will take through SHU

BU 204: Principles of Finance (3 cr)

will take through SHU

BU 220: Principles of Marketing (3 cr)

BUS 230 TR in

SCA 195: Integrated Marketing Comm (3 cr)

will take through SHU

BU 295: HR Management (3 cr)

Take BUS 165 as Business Elective

BU 348: Consumer Behavior (3 cr)

Take MKT 100 - Year 3

SCA 200: Social Media Strategy (3 cr)

will take through SHU

BU 315: International Marketing (3 cr)

will take through SHU

BU 330: Professional Selling (3 cr)

Take MKT 200 -year 3

BU 457: Marketing Research (3 cr)

Take MKT 120-year 3

BU 475: Marketing Strategy (3 cr)

will take through SHU

Capstone: Strategic Mgmt (3 cr)

will take through SHU

**24 credits transfer in; 27 credits to take through SHU for Major**

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<b>LIBERAL ARTS Core: 42 credits</b>			
EL 107 English Comp & Culture II (3 cr)		ENG 110 TR in	
LA 200 Western Cultural Traditions I (3 cr)		Take CIV 100 as Social Science Elective	
LA 201 Western Cultural Traditions II (3 cr)		Take CIV 110 - Year 3	
Language Study I & II (6 cr)		Take any lang. level 102 req. Year 3	
Mathematics (3-4 cr)		Take College Algebra or Probability/Statistics as Math	
Science (3 cr)		Science TR in	
United States Culture (3 cr)		Take 1: HIS 205, MUS 20, ENG 230 or SOC 200-Year 3	
Global Perspectives (3 cr)		Take 1: ENG 271, GEO 110, ANT 100, or REL 100 - Year 3	
Artistic Expression (3 cr)		Take 1: Art 105, Art 100, DSG 110, ENG 215, MUS 100, or MPR 160-Year 3	
Theology Elective (3 cr)		Will take through SHU	
Faith, Religion, and Society (3 cr)		Will take through SHU	
Philosophy Elective (3 cr)		Take BUS 225 as Business Elective	
Senior Integrative Seminar (3 cr)		Will take through SHU	
		BUS 110, BUS 125, BUS 210, 2 Bus Electives (6 cr), Tech electives (5 cr) ACP 100 (1), COM EI, CIT 100	
<b>ELECTIVES: 27 credits</b>			
All 27 elective credits transfer in.		<b>120 credits: Total Transfer: 84 credits, 36 credits through SHU 12 classes</b>	
<b>Why Seton Hill?</b>			
Preferred Employer Discount: Lower <b>tuition discount</b> or			
<b>Merit-Based Scholarships:</b> \$1,000-\$4,000 per year if FT; scholarships available for PT			
Other Financial Aid Available through FAFSA			
Online Degree Completion Available			
Access to Life-Time Career Services Support- 98% placement rate			
Military Friendly-Yellow Ribbon Partner			
Flexible Schedules, Personalized Advising			
Expert Faculty, Student Support start to finish		<b>For more information, contact Seton Hill's Online Studies Program</b>	
A Culture of Diversity, Values and Inclusiveness		<b>at 724-838-4208 or <a href="mailto:gadmit@setonhill.edu">gadmit@setonhill.edu</a>, <a href="http://www.setonhill.edu/obc">www.setonhill.edu/obc</a></b>	