



**PENNSYLVANIA
HIGHLANDS
COMMUNITY COLLEGE**

PENNHIGHLANDS.EDU

PROGRAM MAP

**ASSOCIATE OF APPLIED SCIENCE IN
MARKETING MANAGEMENT**

A student's placement on this program map is contingent upon meeting prerequisite or other academic requirements.

SEMESTER 1

ACC 150 Accounting Principles I	3
ACP 100 Academic & Career Planning	1
BUS 110 Introduction to Business	3
DSG 110 Graphic Design	3
ENG 110 English Composition I	3
MAT 110 Business Mathematics	3
SEMESTER TOTAL CREDITS: 16	

CREDITS

SEMESTER 2

BUS 125 Management Principles	3
BUS 230 Principles of Marketing	3
COM 101 Public Speaking	3
MKT 100 Consumer Behavior	3
ELECTIVE Science	3-4
SEMESTER TOTAL CREDITS: 15-16	

CREDITS

SEMESTER 3

BUS 130 Personal Consumer Finance	3
BUS 225 Business Ethics	3
MKT 120 Market Research	3
MKT 140 Advertising	3
ELECTIVE Social Science	3
SEMESTER TOTAL CREDITS: 15	

CREDITS

SEMESTER 4

BUS 165 Human Resource Management	3
BUS 210 Business Law	3
BUS 298 Internship or ELECTIVE Humanities or Social Science	3
MKT 200 Sales and Customer Service	3
MKT 220 Digital Marketing Analytics	3
SEMESTER TOTAL CREDITS: 15	

CREDITS

TOTAL CREDITS COMPLETED: 61-62

IMPORTANT NOTES:

Students should seek an appointment with an academic advisor to determine the courses that properly meet each individual's academic goals and to discuss any and all transfer options. After completion, graduates can transfer seamlessly to Saint Francis University (3+1 to Organizational Leadership online) as junior status or higher.

Registration Contact Information:

Contact the Registrar's Office for additional information at registrar@pennhighlands.edu or 814.262.6439.

ELECTIVES LIST:

Humanities: ART 101, ART 105, ENG 230, ENG 235, ENG 240, ENG 245, ENG 271, MUS 100, PHI 110, PHI 200

Science: AST 100, BIO 102, BIO 104/114, CHM 106, CHM 120, GLG 102/103

Social Science: ANT 100, CIV 100, CIV 110, GEO 100, GEO 110, GOV 100, GOV 210, HIS 100, HIS 110, HIS 205, HIS 210, HIS 220, HIS 250, PSY 100, SOC 100

Information contained in this mapping document is to the best knowledge of Pennsylvania Highlands Community College staff, and considered correct when published. This mapping document is not considered a contract.
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