



Division of Professional Studies

Bachelor of Science, Marketing

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
	FREE	ENG 110	English Composition I	3
	MATH101+	MAT 110	Business Mathematics	3
	BUS 101	BUS 110	Introduction to Business	3
	FREE	DSG 110	Graphic Design	3
	ACCT101	ACC 150	Accounting Principles I	3
Total Credits				16

Penn Highlands Semester II

Transfer	SFU Eq.	Code	Description	Cr.
	COMM103	COM 101	Public Speaking	3
	SCI	ANY SCI	ANY SCIENCE ELECTIVE	3
	MKTG101	BUS 230	Principles of Marketing	3
	MGMT101	BUS 125	Management Principles	3
	MKTG EL	MKT 100	Consumer Behavior	3
Total Credits				15

Penn Highlands Semester III

Transfer	SFU Eq.	Code	Description	Cr.
	MKTG321	MKT 120	Market Research	3
	COMM310	MKT 140	Advertising	3
	CORE114	BUS 130	Personal Consumer Finance	3
	PHIL213	BUS 225	Business Ethics	3
	SOC SCI	CA	CA Elective	3
Total Credits				15

Penn Highlands Semester IV

Transfer	SFU Eq.	Code	Description	Cr.
	MKTG320	MKT 200	Sales and Customer Service	3
	FREE	BUS 165	Human Resource Management	3
	MKTG EL	MKT 220	Digital Marketing Analytics	3
	BLAW301	BUS 210	Business Law	3
	FREE	BUS 298	Business Management Internship	3
Total Credits				15

Penn Highlands Semester V

Transfer	SFU Eq.	Code	Description	Cr.
	MIS 102	CIT 100	Microcomputer Applications	3
	FNAR	ART or MUS	Art or Music Elective	3
	HIST	HIST	Any History Elective	3
	ECON102	ECO 110	Microeconomics	3
	MGMT102	BUS 206	Operations Management and Process Improv	3
	PHIL105	PHI 110	Introduction to Philosophy	3
Total Credits				18

Penn Highlands Semester VI

Transfer	SFU Eq.	Code	Description	Cr.
	ECON101	ECO 100	Macroeconomics	3
	ACCT102	ACC 230	Managerial Accounting	3
	WRIT102	ENG 205	Research Writing	3
	LIT 104	ENG 200	English Composition II	3
	FREE			3
	FREE			4
Total Credits				19

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Complete	Semester	Code	Description	Cr.
		LANG	Language 102 or Higher	3
		COMM208	Writing & Communicating in Business	3
		FTAE105	Introduction to Franciscan Theology	3
		MKTG206	Global Marketing Strategy	3
Total Credits				12

98 credit transfer

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Complete	Semester	Code	Description	Cr.
		BUSA311	Descriptive & Predictive Analytics for Busin	3
		BUSA103	Advanced Excel with Business Applications	3
		FIN 202	Finance	3
		FREE		3
		MKTG404	Marketing Management (fulfills CORE407)	3
		MGMT401	Strategic Management	3
Total Credits				18