

PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE				FRANKLIN UNIVERSITY			
CURRICULUM FOR ASSOCIATE OF APPLIED SCIENCE DEGREE: Marketing				COURSES ACCEPTED IN TRANSFER FOR BACHELOR OF SCIENCE: Marketing			
This equivalency list should be used in conjunction with your Degree Audit and Degree Checklist 2026-2027							
PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE				FRANKLIN UNIVERSITY EQUIVALENT			
Dept.	Number	Title	Credits	Dept.	Number	Title	Credits
BUS	230	Principles of Marketing	3	MKTG	300	Marketing	3
BUS	110	Introduction to Business	3	BSAD	110	Business Principles	3
FYE	101	First Year Experience	1	TRNS	950	Elective	1
ENG	110	English Composition I	3	ENG	120	College Writing	3
XXX	XXX	Open Elective	3	XXXX	XXX	Elective	3
COM	101	Public Speaking	3	SPCH	100	Speech Communication	3
MAT	200	Probability & Statistics	3	MATH	215	Statistical Concepts	3
MKT	140	Integrated Marketing Comm. & Brand.	3	MKTG	320	Advertising & Promotion	3
BUS	125	Management Principles	3	MGMT	312	Principles of Management	3
MKT	100	Consumer Behavior	3	MKTG	330	Consumer Behavior	3
XXX	XXX	Cult. Awareness & Diverse Per. Elec.	3	XXXX	XXX	Social & Behavioral Science elective	3
MKT	120	Marketing Research	3	MKTG	332	Marketing Research	3
MKT	222	Digital Marketing & Social Media	3	MKTG	340	Digital Marketing	3
BUS	225	Business Ethics	3	BSAD	902	Elective	3
BUS	210	Business Law (Bus. Elective)	3	BSAD	220	Business Law	3
XXX	XXX	Science elective with lab*	4	SCIE	902	Science elective with lab	4
MKT	200	Professional Selling & Development	3	MKTG	XXX	Elective	3
BUS	220	Small Business Management	3	BSAD	902	Elective	3
MKT	202	Marketing Technology & Analytics	3	MKTG	XXX	Elective	3
ECO	100	Macroeconomics (Bus. Elective)	3	ECON	220	Intro to Macroeconomics	3
MKT	299	Applied Marketing Capstone OR	3	MKTG	XXX	Elective OR	3
BUS	298	Business Mgmt. Internship		BSAD	XXX	Elective	
TOTAL			62				62

ADDITIONAL COURSES THAT CAN BE COMPLETED AT FRANKLIN UNIVERSITY OR PENN HIGHLANDS CC FOR TRANSFER							
MAT	131	Fundamental Algebra	3	MATH	150	Fundamental Algebra	3
XXX	XXX	Addl. Science elective*	3	SCIE	901	Science elective	3
XXX	XXX	Arts & Humanities elective**	3	XXXX	XXX	Arts & Humanities Elective	3
XXX	XXX	Arts & Humanities elective**	3	XXXX	XXX	Arts & Humanities Elective	3
ENG	225	Technical Writing	3	ENG	205	Business & Professional Writing	3
ECO	110	Microeconomics	3	ECON	210	Intro to Microeconomics	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	2	XXXX	XXX	Elective	2
TOTAL			32				32

"Courses are subject to change. Official transcript evaluation needed to determine specific classes needed for degree."

*Nutrition is not considered a science at Franklin University

**Please check your Pathway Portal for options

***Community College Electives must be college-level courses

FRANKLIN UNIVERSITY			
COURSES TO BE COMPLETED AT FRANKLIN UNIVERSITY BACHELOR OF SCIENCE: Marketing			
FRANKLIN UNIVERSITY COURSES			
Dept.	Number	Title	Credits
PF	321	Learning Strategies	2
ACCT	202	Accounting for non-Acct. Majors	4
FINA	301	Principles of Finance	4
XXXX	XXX	Major Elective	4
XXXX	XXX	Major Elective	4
XXXX	XXX	Major Elective	4
XXXX	XXX	Major Elective	4
MKTG	495	Integrated Marketing	4
Franklin University Coursework			30
AAS Penn Highlands CC			62
Additional Penn Highlands/Franklin Coursework			32
Degree Total			124
Franklin University Transfer Notes:			
<ul style="list-style-type: none"> ▪ Laboratory component needed for at least 1 science course. ▪ For the Social Sciences requirement, students must take courses in at least 2 separate disciplines. ▪ Both General Education and University Electives must be non-developmental. 			

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