

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 <u>OR</u>	3	MKTG	XXX	Elective <u>OR</u>	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:			
▪ 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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