

FRANKLIN UNIVERSITY - COMPLETION GUIDE

Bachelor's Degree - MARKETING

124 Semester/186 Quarter Credit Hours

Effective Fall 2008 - Summer 2009

**This document is an unofficial, informational guide.
Please review your Academic Evaluation and contact your SSA with any questions.**

COMMUNITY COLLEGE BRIDGE COURSES

These courses may have prerequisites. Franklin University course is in parentheses

GENERAL EDUCATION BRIDGE

Communications Area - Minimum of 8 semester/12 quarter hour(s) required for the following three courses combined:

Speech/Interpersonal Communication (SPCH 100/COMM 150)

College Writing (COMM 120)

Business and Professional Communication (COMM 320)

Other General Education Requirements - Minimum of 2.67 semester/4 quarter hour(s) required for each of the following:

Statistical Concepts (MATH 215)

Microeconomics (ECON 210) or Macroeconomics (ECON 220)

Science Requirement

Social/Behavioral Science Requirement

Humanities Requirement

General Education Computer Skills - Minimum of 0.67 semester/1 quarter credit hour(s) required for each of the following:

Introduction to Spreadsheets (COMP 106)

Introduction to Databases (COMP 108)

Electives and Other Requirements

General Education Electives (Based on Official Evaluation)

Fundamental Algebra (Algebra Competency MATH 150)

BUSINESS CORE BRIDGE

****Minimum of 16 semester/24 quarter credit hour(s) required for the following six courses combined:**

Financial Accounting (ACCT 215)

Managerial Accounting (ACCT 225)

Business Law (BSAD 220)

Management Theory and Practices (BSAD 312)

Marketing (MKTG 300)

Introduction to Finance (FINA 301)

MAJOR AREA BRIDGE

****Minimum of 2.67 semester/4 quarter hour(s) required for each of the following:**

Advertising (MKTG 320)

****Minimum of 4 semester/6 quarter hour(s) required for each of the following:**

Major Area Elective (Please see your SSA for options)

ELECTIVE BRIDGE COURSES

Non-Developmental level courses taken at your community college and not applied directly toward another Bridge requirement will be applied to this area. **An official evaluation of transfer credit will determine the need for electives.** If you need additional courses to meet the hours required for your Bachelor's degree, please select business or computer related courses from those offered at your community college. Other courses may be acceptable in this area. **Please see your Franklin University SSA for approval prior to taking the course.**

FRANKLIN UNIVERSITY COURSES

COMPLETION (40 SEMESTER HOURS)

The following courses are available online and must be taken through Franklin's Community College Alliance program. All students must take Franklin's orientation course, PF 321 Learning Strategies, prior to other online courses at Franklin. **It is recommended to take PF 321 before beginning Bridge courses at your community college.** You will be required to meet the curriculum established at the time you declare a major in writing and complete PF 321.

PROFESSIONAL FOUNDATIONS (6 SEMESTER HOURS)

- PF 321 Learning Strategies
- PF 305 Global Issues

MAJOR AREA (20 SEMESTER HOURS)

- MKTG 330 Marketing Behavior
- MKTG 332 Marketing Research
- MKTG 495 Integrated Marketing

MAJOR AREA ELECTIVES (SELECT 2 FROM THE FOLLOWING LIST):

- EMKT 340 Internet Marketing
- EMKT 460 E-Commerce
- MKTG 350 Persuasive Strategies: Influencing Business and Consumer Decisions
- MKTG 430 Relationship Marketing
- MKTG 450 Global Marketing
- ORGC 325 Public Relations

UNIVERSITY ELECTIVES (14 SEMESTER HOURS)

Select an additional **14 semester hours** from any Franklin University course offering at the 300 or 400 level. Additional Major Area Electives are recommended. **Contact your SSA for other options.**

Transfer Credit Deficiency

If after meeting each course requirement, there is a deficiency in a specific transfer area, use the following guidelines to determine which course to take. If you have questions about how a course will transfer, please contact your Student Services Associate at Franklin University.

- Communication and Writing Select from courses in Written and Oral Communications.
- Science/Humanities/Social & Behavioral Science. Select from additional courses in the same category.
- Business Core..... Select from courses in Accounting, Business, Finance, Leadership, Management and Marketing, which are not required for your degree
- Major Area..... Select from approved courses that are at a 300-400 level, which are not required for your degree.

Legend:

- 6 Quarter credit hours = 4 Semester credit hours*
- 5 Quarter credit hours = 3.33 Semester credit hours*
- 4 Quarter credit hours = 2.67 Semester credit hours*
- 3 Quarter credit hours = 2 Semester credit hours*
- 2 Quarter credit hours = 1 Semester credit hours*
- 1 Quarter credit hours = 0.67 Semester credit hours*

Completed 8/25/2008
Revised