

FRANKLIN UNIVERSITY - COMPLETION GUIDE

Bachelor's Degree - eMARKETING

124 Semester Credit Hours

Effective Fall 2009 - Summer 2010

This document is an **unofficial, informational** guide.

Please review Franklin University's **ACADEMIC BULLETIN** for transfer policies and degree requirements.

For an official transfer degree audit, complete Franklin University's **FREE** application.

COMMUNITY COLLEGE COURSES

GENERAL EDUCATION CORE

- | | | | |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | College Writing (ENGL 101 and 102, ENGL 111) | <input type="checkbox"/> | Speech or Interpersonal Communication (COMM 105) |
| <input type="checkbox"/> | Science Area (2 courses with 1 having a laboratory component) | <input type="checkbox"/> | Business Communication (COMM 200) |
| <input type="checkbox"/> | Social/Behavioral Science Area (2 courses in different disciplines) | <input type="checkbox"/> | Introduction to Spreadsheets (CIT 101) |
| <input type="checkbox"/> | Arts and Humanities Area (2 courses) | <input type="checkbox"/> | Introduction to Databases (CIT 101) |
| | | <input type="checkbox"/> | Algebra Competency (MATH 104 -
or C or better in Algebra II from high school) |

BUSINESS CORE

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Financial Accounting (ACCT 106) |
| <input type="checkbox"/> | Managerial Accounting (ACCT 107) |
| <input type="checkbox"/> | Business Law (LEGL 264) |
| <input type="checkbox"/> | Management Theory and Practices (BMGT 111) |
| <input type="checkbox"/> | Introduction to Microeconomics (ECON 200) |
| <input type="checkbox"/> | Principles of Finance (FMGT 201) |
| <input type="checkbox"/> | Marketing (MKTG 111) |

MAJOR BRIDGE AREA

- | | |
|--------------------------|---|
| <input type="checkbox"/> | Fundamentals of Graphic Design (GRPH 131 and GRPH 273) |
| <input type="checkbox"/> | Graphic Editing Software (GRPH 112 or GRPH 251 or IMMT 290) |
| <input type="checkbox"/> | Web Design and Implementation (CIT 145 and CIT 147) |
| <input type="checkbox"/> | Introduction to Web Authoring (CIT 089 and CIT 135) |
| <input type="checkbox"/> | Advanced Graphic Design (GRPH 284 and GRPH 291) |

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)

It is recommended to take PF 321 before beginning any Community College course work after the conclusion of your Associate Degree.

PROFESSIONAL FOUNDATIONS/GENERAL EDUCATION (20 SEMESTER HOURS)

- | | | |
|--------------------------|---|--|
| <input type="checkbox"/> | PF 321 Learning Strategies | *** must be taken prior to the start of all other Franklin courses |
| <input type="checkbox"/> | HUMN 305 Global Issues | |
| <input type="checkbox"/> | ECON 220 Introduction to Macroeconomics | |
| <input type="checkbox"/> | Mathematics (beyond intermediate algebra) | |
| <input type="checkbox"/> | MATH 215 Statistical Concepts | |
| <input type="checkbox"/> | A min. of 2 sem/3 qtr hour(s) of Gen Ed Electives | |

MAJOR AREA (20 SEMESTER HOURS)

- | | |
|--------------------------|---------------------------------|
| <input type="checkbox"/> | EMKT 340 Internet Marketing |
| <input type="checkbox"/> | EMKT 460 E-Commerce |
| <input type="checkbox"/> | EMKT 495 Integrated eMarketing |
| <input type="checkbox"/> | MIS 320 Technical Communication |
| <input type="checkbox"/> | MKTG 332 Marketing Research |