

## FRANKLIN UNIVERSITY - COMPLETION GUIDE

**Bachelor's Degree - eMARKETING**

124 Semester Credit Hours

Effective Fall 2011 - Summer 2012

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

Franklin University Course	Columbus State Community College Course
<b>GENERAL EDUCATION CORE</b>	
<input type="checkbox"/> College Writing.....	[ENGL 101 Beginning Composition <b>AND</b> ENGL 102 Essay and Research] <b>OR</b> ENGL 111 English Composition
<input type="checkbox"/> Mathematics (beyond Intermediate Algebra) *.....	Select from College Algebra, Calculus, Finite Mathematics, Stats, etc.
<input type="checkbox"/> Science Area (2 courses with 1 having a laboratory component).....	Select from courses such as Chemistry, Biology, Physics, etc.
<input type="checkbox"/> Social/Behavioral Science Area (2 courses in different disciplines).....	Select from courses such as Anthropology, Sociology, Psychology, etc.
<input type="checkbox"/> Arts and Humanities Area (2 courses).....	Select from courses such as Philosophy, Literature, Ethics, etc.
<input type="checkbox"/> Statistical Concepts.....	MATH 135 Elementary Statistics
<input type="checkbox"/> Introduction to Macroeconomics.....	ECON 240 Principles of Macroeconomics
<input type="checkbox"/> Speech Communication or Interpersonal Communication.....	COMM 105 Speech <b>OR</b> COMM 110 Conference and Group Discussion <b>OR</b> COMM 232 Interpersonal Communication
<input type="checkbox"/> Business Communication.....	COMM 200 Business Communications <b>OR</b> COMM 204 Technical Writing
<input type="checkbox"/> Introduction to Spreadsheets.....	BOA 172 Excel <b>OR</b> CIT 101 PC Applications I <b>OR</b> CIT 102B PC Business Excel
<input type="checkbox"/> Introduction to Databases.....	BOA 189 Access <b>OR</b> CIT 101 PC Applications I <b>OR</b> CIT 102C PC Business Access
<input type="checkbox"/> A min. of 2 sem/3 qtr hour(s) of Gen Ed Electives.....	Select from non-developmental courses. Please see your Advisor for options.
<input type="checkbox"/> Algebra Competency.....	MATH 104 Intermediate Algebra

\* One mathematics or statistics course beyond intermediate level. May select from College Algebra, Calculus, Finite Mathematics, Statistics or Business Calculus. If statistics is used for the mathematics requirement, an additional general education elective will be required.

**KEY: Preliminary Evaluation**  
 P = Partial Transfer  
 X = Completed  
 ? = Unsure  
 = Needs to be Completed

<b>BUSINESS CORE</b>	
<input type="checkbox"/> Financial Accounting.....	ACCT 106 Financial Accounting
<input type="checkbox"/> Managerial Accounting.....	ACCT 107 Managerial Accounting
<input type="checkbox"/> Business Law.....	[LEGL 261 Business Law I <b>AND</b> LEGL 262 Business Law II] <b>OR</b> LEGL 264 Legal Environment of Business
<input type="checkbox"/> Principles of Management.....	BMGT 111 Management
<input type="checkbox"/> Introduction to Microeconomics.....	ECON 200 Principles of Microeconomics
<input type="checkbox"/> Principles of Finance.....	FMGT 201 Corporate Finance
<input type="checkbox"/> Marketing.....	MKTG 111 Marketing Principles

<b>MAJOR AREA BRIDGE</b>	
<input type="checkbox"/> Fundamentals of Graphic Design.....	[GRPH 131 Advertising Design I <b>AND</b> GRPH 273 Advertising Design II]
<input type="checkbox"/> Internet Marketing.....	Not available at your institution. Please take EMKT 340 with Franklin.

#### **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 Academic Advisor 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's Degree.

#### **PROFESSIONAL FOUNDATIONS (6 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	

#### **MAJOR AREA (26 SEMESTER HOURS)**

<input type="checkbox"/> COMP 107 Introduction to Web Authoring
<input type="checkbox"/> EMKT 345 Social Media Marketing
<input type="checkbox"/> EMKT 415 Search Engine Optimization
<input type="checkbox"/> EMKT 430 Web Analytics
<input type="checkbox"/> EMKT 460 E-Commerce
<input type="checkbox"/> EMKT 495 Integrated eMarketing
<input type="checkbox"/> MKTG 332 Marketing Research
<input type="checkbox"/> WEBD 117 Graphic Editing Software

#### **UNIVERSITY ELECTIVES (8 SEMESTER HOURS)**

Select an additional 8 semester hours from any Franklin University course offering at the 300 or 400 level.

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