

FRANKLIN UNIVERSITY - COMPLETION GUIDE

Bachelor's Degree - **MARKETING**

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

GENERAL EDUCATION CORE

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | College Writing..... | [ENGL 101 Beginning Composition AND ENGL 102 Essay and Research]
OR 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 OR COMM 110 Conference and Group Discussion OR
COMM 232 Interpersonal Communication |
| <input type="checkbox"/> | Business Communication..... | COMM 200 Business Communications OR
COMM 204 Technical Writing |
| <input type="checkbox"/> | Introduction to Spreadsheets..... | BOA 172 Excel OR CIT 101 PC Applications I OR
CIT 102B PC Business Excel |
| <input type="checkbox"/> | Introduction to Databases..... | BOA 189 Access OR CIT 101 PC Applications I OR
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

BUSINESS CORE

- | | | |
|--------------------------|-------------------------------------|---|
| <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 AND LEGL 262 Business Law II] OR
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 |

MAJOR AREA BRIDGE

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | Advertising..... | MKTG 140 Introduction to Advertising and Promotion |
| <input type="checkbox"/> | Major Area Elective (Please see your Academic Advisor 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 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 (24 SEMESTER HOURS)

- | | |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | MKTG 330 Marketing Behavior |
| <input type="checkbox"/> | MKTG 332 Marketing Research |
| <input type="checkbox"/> | MKTG 495 Integrated Marketing |

MAJOR AREA ELECTIVE (SELECT 3 COURSES FROM THE FOLLOWING LIST)

- | | |
|--------------------------------|--|
| EMKT 340 Internet Marketing | MKTG 480 Special Topics in Marketing |
| EMKT 460 E-Commerce | PBRL 325 Public Relations |
| MKTG 350 Persuasive Strategies | PBRL 425 Media and Crisis Communication |
| MKTG 410 Marketing Internship | PBRL 445 Public Relations and Promotional Strategy |
| MKTG 450 Global Marketing | |

UNIVERSITY ELECTIVES (10 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 Academic Advisor for other options.**