

# FRANKLIN UNIVERSITY - COMPLETION GUIDE

## Bachelor's Degree - MARKETING

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, or 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"/> | Introduction to Macroeconomics (ECON 240)                           | <input type="checkbox"/> | Algebra Competency (MATH 104 -<br>or C or better in Algebra II from high school) |

#### BUSINESS CORE

- Financial Accounting (ACCT 106)
- Managerial Accounting (ACCT 107)
- Business Law (LEGL 264)
- Management Theory and Practices (BMGT 111)
- Introduction to Microeconomics (ECON 200)
- Principles of Finance (FMGT 201)
- Marketing (MKTG 111)

#### MAJOR AREA BRIDGE

- Major Area Elective (MKTG 228, MKTG 229, MKTG 231, MKTG 236, MKTG 237, MKTG 270, MKTG 281, or MKTG 291)
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#### 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 (16 SEMESTER HOURS)

- PF 321 Learning Strategies \*\*\* must be taken prior to the start of all other Franklin courses
- HUMN 305 Global Issues
- Mathematics (beyond Intermediate Algebra)
- MATH 215 Statistical Concepts
- A min. of 2 sem/3 qtr hour(s) of Gen Ed Electives

#### MAJOR AREA (24 SEMESTER HOURS)

- MKTG 320 Advertising
- MKTG 330 Marketing Behavior
- MKTG 332 Marketing Research
- MKTG 495 Integrated Marketing
- Major Area Elective
- Major Area Elective