



# Direct Marketing - Marketing BS Degree Completion Transfer Guide

124 Semester Credit Hours  
Effective Fall 2008 - Summer 2009



## Step 1, Complete your Associate degree at Columbus State Community College

## Step 2, Complete additional coursework at Columbus State

## Step 3, Complete your last 40 semester hours with Franklin University

*By completing your Associate degree, you have already fulfilled a number of the degree requirements for your Bachelor degree in Marketing. Below you will find the remaining classes needed to fulfill the Bachelor degree requirements.*

**Decide what 40 hours you will take at Franklin to determine what additional coursework you can take at CSCC.**

<b><i>Franklin Requirement</i></b>	<b><i>Columbus State Equivalent</i></b>
<i>General Education</i>	
<input type="checkbox"/> PF 321, Learning Strategies (2)	...first course you'll take at Franklin
<input type="checkbox"/> PF 305, Global Cultures (4)	...take at Franklin
<input type="checkbox"/> COMP 106, Intro to Spreadsheets (1)	<b>CIT 101</b>
<input type="checkbox"/> COMP 108, Intro to Databases (1)	<b>CIT 101</b>
<input type="checkbox"/> MATH 215, Statistics (4)	<b>MATH 135</b>
<input type="checkbox"/> Social and Behavioral Science Elective (4)	non-developmental courses in social and behavioral science
<input type="checkbox"/> General Education Electives (10)	non-developmental courses in general education disciplines
<input type="checkbox"/> Algebra Competency for Graduation	<b>MATH 104</b>
<i>Business Core</i>	
<input type="checkbox"/> BSAD 312, Mgmt Theory and Practice (4)	<b>BMGT 111</b>
<input type="checkbox"/> BSAD 220, Business Law (4)	<b>LEGL 261 or LEGL 264</b>
<input type="checkbox"/> FINA 301, Principles of Finance (4)	<b>ACCT 221 or FINA 201</b>
<i>Major Area</i>	
<input type="checkbox"/> MKTG 330, Marketing Behavior (4)	...take at Franklin
<input type="checkbox"/> MKTG 332, Market Research (4)	...take at Franklin
<input type="checkbox"/> MKTG 495, Integrated Marketingj (4)	...take at Franklin

***You must take 40 semester hours to fulfill residency requirement, fulfill transfer minimums, and complete a total of 124 semester hours to fulfill degree requirements for graduation.***

***This document is an unofficial, informational guide. We encourage you to complete the online application and have an official transcript sent for evaluation by our transfer credit department.***

***Consult you Student Services Advisor with any questions.***