



# Marketing - Public Relations 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.**

### Franklin Requirement

### Columbus State Equivalent

#### *General Education*

<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"/> COMM 320, Business & Prof. Communication (4)	<b>ENGL 200</b>
<input type="checkbox"/> COMM 150, Interpersonal Comm (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"/> ECON 220, Macroeconomics (4)	<b>ECON 240</b>
<input type="checkbox"/> PSYC 110, General Psychology (4)	<b>PSY 100</b>
<input type="checkbox"/> SOCL 110, Intro to Sociology (4)	<b>SOC 101</b>
<input type="checkbox"/> HUMN 210, Logic (4)	...take at Franklin
<input type="checkbox"/> HUMN 211, Ethics (4)	...take at Franklin
<input type="checkbox"/> Algebra Competency for Graduation	<b>MATH 104</b>

#### *Professional Core*

<input type="checkbox"/> BSAD 312, Mgmt Theory and Practice (4)	<b>BMGT 111</b>
<input type="checkbox"/> MKTG 300, Marketing (4)	<b>MKTG 111</b>
<input type="checkbox"/> ANTH 215, Cultural Anthropology (4)	<b>ANTH 202</b>
<input type="checkbox"/> COMM 315, Communication Ethics	...take at Franklin
<input type="checkbox"/> PF 302, Applied Research Methods (4)	...take at Franklin
<input type="checkbox"/> PF 304, Strategies for Motivation (4)	...take at Franklin

#### *Major Area*

<input type="checkbox"/> PBRL 325, Public Relations (4)	...take at Franklin
<input type="checkbox"/> PBRL 350, Media Resarch & Writing (4)	...take at Franklin
<input type="checkbox"/> PBRL 425, Crisis Media & Comm (4)	...take at Franklin
<input type="checkbox"/> PBRL 445, PR and Promo Strategy (4)	...take at Franklin
<input type="checkbox"/> PBRL 450, Rhetoric & Social Influence (4)	...take at Franklin

PBRL 495, PR Capstone (4)  
 PBRL XXX, PR Elective (4)

...take at Franklin

...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.***