

MOUNTAIN STATE UNIVERSITY				FRANKLIN UNIVERSITY			
CURRICULUM FOR BACHELOR OF SCIENCE- BUSINESS ADMIN (MARKETING TRACK)				COURSES ACCEPTED IN TRANSFER FOR BACHELOR OF SCIENCE- MARKETING			
MOUNTAIN STATE COURSES				FRANKLIN UNIVERSITY EQUIVALENT			
Dept.	Number	Title	Credits	Dept.	Number	Title	Credits
ACCT	211	Principles of Accounting I	3	ACCT	215	Financial Accounting	3
ACCT	212	Principles of Accounting II	3	ACCT	225	Managerial Accounting	3
ECON	201	Principles of Economics I	3	ECON	220	Intro to Macroeconomics	3
ECON	202	Principles of Economics II	3	ECON	210	Intro to Microeconomics	3
FIN	310	Finance	3	FINA	301	Principles of Finance	3
LGLS	298	Business Law	3	BSAD	220	Business Law	3
MGMT	120	Intro to Business & Tech Skills	3	BSAD	110	Business Principles	3
MGMT	302	Fundamentals of Management	3	MGMT	312	Principles of Management	3
MGMT	313	Applied Statistics+	3	MATH	215	Statistical Concepts+	3
MGMT	314	Quantitative Methods	3	XXXX	XXX	University Elective	3
MGMT	322	Strategic HR Management	3	HRM	300	Human Resources Management	3
MGMT	415	International Business	3	XXXX	XXX	University Elective	3
MGMT	450	Business Strategy Capstone	3	XXXX	XXX	University Elective	3
MKTG	306	Fundamentals of Marketing	3	MKTG	300	Marketing	3
MKTG	370	E-commerce	3	MKTG	903	Major Area Elective	3
CIS	115	Fund of Computer Applications	3	COMP	106	Intro to Spreadsheets	1
				XXXX	XXX	University Elective	2
ENGL	101	English Composition I	3				
AND							
ENGL	102	English Composition II	3	WRIT	120	College Writing	6
ENGL	220	Technical Writing	3	WRIT	320	Business Communication	3
OR				OR			
COMM	204	Intro to Speech Communication	3	SPCH	100	Speech Communication	3
MATH	120	College Algebra	3	MATH	160	College Algebra	3
PHIL	190	Ethics	3	HUMN	XXX	Humanities Elective	3
SSCI	181	Skills for Success	3	XXXX	XXX	University Elective	3
XXXX	XXX	Humanities/ Fine Arts Elective	3	HUMN	XXX	Humanities Elective	3
XXXX	XXX	Natural Science Electives	6	SCIE	XXX	Science Electives (2) (1 Lab Needed)	6
XXXX	XXX	Social Science Electives	6	XXXX	XXX	Social Science Electives (2)	6
MGMT	303	Entrepreneurship	3	XXXX	XXX	University Elective	3
MGMT	325	Management Information Systems	3	XXXX	XXX	University Elective	3
MKTG	280	Retail Management	3	XXXX	XXX	University Elective	3
MKTG	333	Advertising	3	MKTG	320	Advertising	3
MKTG	340	Consumer Behavior+	3	MKTG	330	Marketing Behavior+	3
MKTG	345	Services Marketing	3	MKTG	903	Major Area Elective	3
MKTG	373	Supply Chain Management	3	XXXX	XXX	University Elective	3
MKTG	380	Special Topics in Marketing	6	MKTG	903	Major Area Elective	6
MKTG	415	Retail & Distribution Mgmt	3	MKTG	903	Major Area Elective	3
MKTG	440	Qual/ Quant Research Methods	3	MKTG	903	Major Area Elective	3
XXXX	XXX	Electives	6	XXXX	XXX	University Electives	6
XXXX	XXX	Math or Upper-Level Business	3	XXXX	XXX	University Elective	3
XXXX	XXX	General Elective	3	XXXX	XXX	University Elective	3
		Total Semester Hours:	126			Total Semester Hours:	126

FRANKLIN UNIVERSITY			
COURSES TO BE COMPLETED AT FRANKLIN UNIVERSITY BACHELOR OF SCIENCE- MARKETING			
ADDITIONAL FRANKLIN UNIVERSITY COURSES			
Dept.	Number	Title	Credits
PF	321	Learning Strategies	2
HUMN	305	Global Issues	4
MKTG	332	Marketing Research	4
MKTG	495	Integrated Marketing	4
SPCH	100	Speech Communication	
OR			4
WRIT	320	Business Communication	
COMP	108	Intro to Databases	1
		Total Semester Hours:	19

For Mountain State University students, a minimum of 30 semester hours must be completed at Franklin University for a bachelor's degree.