

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	<input type="checkbox"/>	Speech Communication or Interpersonal Communication
<input type="checkbox"/>	Mathematics (beyond Intermediate Algebra) *	<input type="checkbox"/>	Business Communication
<input type="checkbox"/>	Science Area (2 courses with 1 having a laboratory component)	<input type="checkbox"/>	Introduction to Spreadsheets
<input type="checkbox"/>	Social/Behavioral Science Area (2 courses in different disciplines)	<input type="checkbox"/>	Introduction to Databases
<input type="checkbox"/>	Arts and Humanities Area (2 courses)	<input type="checkbox"/>	A min. of 2 sem/3 qtr hour(s) of Gen Ed Electives
<input type="checkbox"/>	Statistical Concepts	<input type="checkbox"/>	Algebra Competency
<input type="checkbox"/>	Introduction to Macroeconomics		

* 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.

BUSINESS CORE

<input type="checkbox"/>	Financial Accounting	<input type="checkbox"/>	Introduction to Microeconomics
<input type="checkbox"/>	Managerial Accounting	<input type="checkbox"/>	Principles of Finance
<input type="checkbox"/>	Business Law	<input type="checkbox"/>	Marketing
<input type="checkbox"/>	Management Theory and Practices		

MAJOR AREA BRIDGE

<input type="checkbox"/>	Advertising
<input type="checkbox"/>	Major Area Elective (Please see your SSA 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 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 (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 (20 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 2 COURSES FROM THE FOLLOWING LIST)

EMKT 340 Internet Marketing
EMKT 460 E-Commerce
MKTG 350 Persuasive Strategies: Influencing Business & Consumer Decisions
MKTG 430 Relationship Marketing
MKTG 450 Global Marketing
PBRL 325 Public Relations

UNIVERSITY ELECTIVES (14 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 SSA for other options.**