

**Penn Highlands Community College, Entrepreneurship, AAS
Seton Hill University, BS in Marketing**

Online. Flexible. Convenient.

3+1/Joint Degree

Seton Hill Course

PHCC Transfer Course

MAJOR: 51 credits

SBU100: Principles of Acctn I (3 cr)

ACC 150 TR in

BU101: Principles of Acctn II 3 cr

Take ACC 175 - Year 3

ECO101 Principles of Microeconomics (3 cr)

Take ECO 100 - Year 3

ECO 102: Principles of Macroeconomics (3 cr)

Will take through SHU

SCA 325: Business Communication (3cr)

will take through SHU

DT 100: Intro to Data Analytics (3 cr)

will take through SHU

BU 204: Principles of Finance (3 cr)

will take through SHU

BU 220: Principles of Marketing (3 cr)

BUS 230 TR in

SCA 195: Integrated Marketing Comm (3 cr)

will take through SHU

BU 295: HR Management (3 cr)

Take BUS 165 as Business Elective

BU 348: Consumer Behavior (3 cr)

Take MKT 100 - Year 3

SCA 200: Social Media Strategy (3 cr)

will take through SHU

BU 315: International Marketing (3 cr)

will take through SHU

BU 330: Professional Selling (3 cr)

Take MKT 200 -year 3

BU 457: Marketing Research (3 cr)

Take MKT 120-year 3

BU 475: Marketing Strategy (3 cr)

will take through SHU

Capstone: Strategic Mgmt (3 cr)

will take through SHU

24 credits transfer in; 27 credits to take through SHU for Major

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See page 2 for liberal arts and electives

Marketing- Page 2			
LIBERAL ARTS Core: 39 credits			
EL 107 English Comp & Culture II (3 cr)		ENG 110 TR in	
Social Science Elective (3cr)		Take Intro to Sociology as social science elective	
Diversity, Equity, Social Justice (3cr)		Take SOC 200 or SOC 205- Year 3	
Language Study I & II (6 cr)		Take any lang. level 102 req. Year 3	
Mathematics (3-4 cr)		Take College Algebra or Probability/Statistics as Math	
Science (3 cr)		Science TR in	
United States Culture (3 cr)		Take 1: HIS 205, MUS 20, ENG 230 or SOC 200-Year 3	
Global Perspectives (3 cr)		Done. International Marketing covers global.	
Artistic Expression (3 cr)		Take 1: Art 105, Art 100, DSG 110, ENG 215, MUS 100, or MPR 160-Year 3	
Theology Elective (3 cr)		Will take through SHU	
Faith, Religion, and Society (3 cr)		Will take through SHU	
Philosophy Elective (3 cr)		Take BUS 225 as Business Elective	
Senior Integrative Seminar (3 cr)		Will take through SHU	
		BUS 110, BUS 125, BUS 210, 2 Bus Electives (6 cr), Tech electives (5 cr) ACP 100 (1), COM EI, CIT 100- potentially 3 more elective credits needed	
ELECTIVES: 30 credits			
		120 credits: Total Transfer: 84 credits, 36 credits through SHU 12 classes	
Why Seton Hill?			fall 2023
Special Lower Tuition rate for PHCC transfers - 40% discount for online transfers			
Affordable. Accredited.			
Other Financial Aid Available through FAFSA			
Online Degree Completion			
Access to Life-Time Career Services Support- 98% placement rate			
Military Friendly-Yellow Ribbon Partner			
Flexible Schedules, Personalized Advising		For more information, contact Seton Hill's Online Studies Program at 724-838-4208 or gadmit@setonhill.edu, www.setonhill.edu/obc	
Expert Faculty, Student Support start to finish			
A Culture of Diversity, Values and Inclusiveness			