

**Penn Highlands Community College, Marketing Mgmt, 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)	BUS 165 TR In
BU 348: Consumer Behavior (3 cr)	MKT 100 TR in
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)	MKT 200 TR in
BU 457: Marketing Research (3 cr)	MKT 120 TR in
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

1/2 major required through SHU

Page 1 of 2

See page 2 for liberal arts and electives

Add on a Certificate....

**Certificate in Ethics & Leadership - only 2 more classes.
Organizational Leadership and 1 more ethics class**

Marketing- Page 2		
LIBERAL ARTS Core: 42 credits		
EL 107 English Comp & Culture II (3 cr)		ENG 110 TR in
Social Science El (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 MAT 145-college algebra or statistics - year 3
Science (3 cr)		Science TR in
United States Culture (3 cr)		*Take HIS 205 as social sci elective - unless you do internship, then take HIS 205-Year 3
Global Perspectives (3 cr)		Done. International Marketing covers global.
Artistic Expression (3 cr)		DSG 110 TR in
Theology Elective (3 cr)		Will take through SHU
Faith, Religion, and Society (3 cr)		Will take through SHU
Philosophy Elective (3 cr)		BUS 225 TR in
Senior Integrative Seminar (3 cr)		Will take through SHU
		fall 2023
*ELECTIVES: 27 credits		MAT 110, BUS 110, COM 101, BUS 125, MKT 140, BUS 130, *BUS 298 (2 cr), BUS 210, LIF 111, MKT 220
All 27 elective credits met.		ACP (1)
Why Seton Hill?		120 total credits; 84 credits transfer; 36 credits through SHU for major (12 classes)
Special Low Rate for PHCC Online Transfers - 40% tuition discount		
NSLS Online Chapter at Seton Hill		
Other Financial Aid Available through FAFSA		
Online Degree Completion Available		
Access to Life-Time Career Services Support- 98% placement rate		
Military Friendly-Yellow Ribbon Partner		
Flexible Schedules, Personalized Advising		
Expert Faculty, Student Support start to finish		To discuss transferring to Seton Hill University, contact the Online Studies Program at
A Culture of Diversity, Values, and Inclusiveness		724-838-4208, gadmit@setonhill.edu www.setonhill.edu/obc