

## Penn Highlands CC Business Administration, AS to IUP Bachelor of Science Marketing

IUP courses are offered on a rolling basis and the starting sequence may differ depending on the semester of enrollment. All IUP courses are currently taught by ZOOM or ONLINE. *IUP courses are in italics*

<b>First Semester</b>		Credits
ACC 150	Accounting Principles I	3
BUS 110	Introduction to Business <sup>i</sup>	3
ENG 110	English Composition I	3
MAT 145	College Algebra <sup>ii</sup>	3
CIT 100	Microcomputer Applications	3
ACP 100	Academic and Career Planning	<u>1</u>
	<b>TOTAL</b>	<b>16</b>
<b>Second Semester</b>		
ECO 100	Macroeconomics	3
BUS 125	Management Principles	3
PSY 100	General Psychology	3
ENG 205	Research Writing	3
MAT 205	Business Calculus <sup>iii</sup>	<u>4</u>
	<b>TOTAL</b>	<b>16</b>
<b>Third Semester</b>		
MAT 200	Probability and Statistics	3
COM 101	Public Speaking	3
ECO 110	Microeconomics	3
BIO/CHM/PSY	Science with Lab	4
HIS 100/110 or CIV100/110	US History I or US History II or W. Civilization, Ancient through Renaissance or Western Civilization, Renaissance through Present	<u>3</u>
	<b>TOTAL</b>	<b>16</b>
<b>Fourth Semester</b>		
BUS 230	Principles of Marketing	3
ACC 230	Managerial Accounting	3
BIO/CHM/PHY	Science with Lab	4
BUS 210	Business Law	3
<i>IFMG 300</i>	<i>Information Systems</i> ← <i>Optional course at IUP</i>	<u>3</u>
	<b>TOTAL</b>	<b>16</b>
<b>Fifth Semester</b>		
ENG 230/235/240/245/271	Survey of American Literature I or II, Survey of British Literature I or II, World Literature	3
<i>MKTG 321</i>	<i>Consumer Behavior</i>	3
<i>FIN 310</i>	<i>Fundamentals of Finance</i>	3
<i>MKTG ____</i>	<i>Elective</i>	3
<i>MKTG ____</i>	<i>Elective</i>	<u>3</u>
	<b>TOTAL</b>	<b>15</b>
<b>Sixth Semester</b>		
ART 101 or MUS 101	Introduction to Art History or Introduction to Music	3
<i>MKTG 421</i>	<i>Marketing Research</i>	3
<i>MKTG ____</i>	<i>Elective</i>	3
<i>MGMT 330</i>	<i>Operations Management</i>	3
<i>QBUS 215</i>	<i>Business Statistics</i>	<u>3</u>
	<b>TOTAL</b>	<b>15</b>
<b>Seventh Semester</b>		
ANT 100	Introduction to Cultural Anthropology	3
<i>BCOM 321</i>	<i>Business Communication</i>	3
<i>MKTG ____</i>	<i>Elective</i>	3
<i>MKTG 450</i>	<i>Marketing Strategy</i>	<u>3</u>
	<b>TOTAL</b>	<b>12</b>

**Eighth Semester**

LIF 111	Health and Wellness	3
PHIL 110/200/REL 100/235	Introduction to Philosophy or Ethics or World Religions or Philosophy of World Religions	3
<i>MKTG</i> ____	<i>Elective</i>	3
<i>MKTG</i> ____	<i>Elective</i>	3
<i>MGMT 495</i>	<i>Business Policy – Capstone Class</i>	<u>3</u>
	TOTAL	15
	<b>IUP Credits</b>	<b>45</b>
	<b>PHCC Credits</b>	<b>76</b>
	<b>Total PHCC and IUP Credits</b>	<b>121</b>

<sup>i</sup> BUS 110 Introduction to Business is counted as a free elective.

<sup>ii</sup> MAT 145 College Algebra requires a placement test or MAT 131 Intermediate Algebra as a prerequisite.

<sup>iii</sup> MAT 205 Business Calculus requires a placement test or MAT 145 College Algebra as a prerequisite