

PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE				FRANKLIN UNIVERSITY			
CURRICULUM FOR				COURSES ACCEPTED IN TRANSFER FOR			
ASSOCIATE OF APPLIED SCIENCE DEGREE:				BACHELOR OF SCIENCE:			
Marketing				Marketing			
<b>This equivalency list should be used in conjunction with your Degree Audit and Degree Checklist</b>							
<b>2026-2027</b>							
<u>PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE</u>				<u>FRANKLIN UNIVERSITY EQUIVALENT</u>			
Dept.	Number	Title	Credits	Dept.	Number	Title	Credits
BUS	230	Principles of Marketing	3	MKTG	300	Marketing	3
BUS	110	Introduction to Business	3	BSAD	110	Business Principles	3
FYE	101	First Year Experience	1	TRNS	950	Elective	1
ENG	110	English Composition I	3	ENG	120	College Writing	3
XXX	XXX	Open Elective	3	XXXX	XXX	Elective	3
COM	101	Public Speaking	3	SPCH	100	Speech Communication	3
MAT	200	Probability & Statistics	3	MATH	215	Statistical Concepts	3
MKT	140	Integrated Marketing Comm. & Brand.	3	MKTG	320	Advertising & Promotion	3
BUS	125	Management Principles	3	MGMT	312	Principles of Management	3
MKT	100	Consumer Behavior	3	MKTG	330	Consumer Behavior	3
XXX	XXX	Cult. Awareness & Diverse Per. Elec.	3	XXXX	XXX	Social & Behavioral Science elective	3
MKT	120	Marketing Research	3	MKTG	332	Marketing Research	3
MKT	222	Digital Marketing & Social Media	3	MKTG	340	Digital Marketing	3
BUS	225	Business Ethics	3	BSAD	902	Elective	3
BUS	210	Business Law (Bus. Elective)	3	BSAD	220	Business Law	3
XXX	XXX	Science elective with lab*	4	SCIE	902	Science elective with lab	4
MKT	200	Professional Selling & Development	3	MKTG	XXX	Elective	3
BUS	220	Small Business Management	3	BSAD	902	Elective	3
MKT	202	Marketing Technology & Analytics	3	MKTG	XXX	Elective	3
ECO	100	Macroeconomics (Bus. Elective)	3	ECON	220	Intro to Macroeconomics	3
MKT	299	Applied Marketing Capstone <u>OR</u>	3	MKTG	XXX	Elective <u>OR</u>	3
BUS	298	Business Mgmt. Internship		BSAD	XXX	Elective	
<b>TOTAL</b>			<b>62</b>				<b>62</b>

ADDITIONAL COURSES THAT CAN BE COMPLETED AT FRANKLIN UNIVERSITY OR PENN HIGHLANDS CC FOR TRANSFER							
MAT	131	Fundamental Algebra	3	MATH	150	Fundamental Algebra	3
XXX	XXX	Addl. Science elective*	3	SCIE	901	Science elective	3
XXX	XXX	Arts & Humanities elective**	3	XXXX	XXX	Arts & Humanities Elective	3
XXX	XXX	Arts & Humanities elective**	3	XXXX	XXX	Arts & Humanities Elective	3
ENG	225	Technical Writing	3	ENG	205	Business & Professional Writing	3
ECO	110	Microeconomics	3	ECON	210	Intro to Microeconomics	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	3	XXXX	XXX	Elective	3
XXX	XXX	Community College elective***	2	XXXX	XXX	Elective	2
<b>TOTAL</b>			<b>32</b>				<b>32</b>

"Courses are subject to change. Official transcript evaluation needed to determine specific classes needed for degree."

\*Nutrition is not considered a science at Franklin University

\*\*Please check your Pathway Portal for options

\*\*\*Community College Electives must be college-level courses

FRANKLIN UNIVERSITY			
COURSES TO BE COMPLETED AT FRANKLIN UNIVERSITY			
		BACHELOR OF SCIENCE:	
		Marketing	
		<u>FRANKLIN UNIVERSITY COURSES</u>	
Dept.	Number	Title	Credits
PF	321	Learning Strategies	2
ACCT	202	Accounting for non-Acct. Majors	4
FINA	301	Principles of Finance	4
XXXX	XXX	Major Elective	4
XXXX	XXX	Major Elective	4
XXXX	XXX	Major Elective	4
XXXX	XXX	Major Elective	4
MKTG	495	Integrated Marketing	4
<b>Franklin University Coursework</b>			<b>30</b>
<b>AAS Penn Highlands CC</b>			<b>62</b>
<b>Additional Penn Highlands/Franklin Coursework</b>			<b>32</b>
<b>Degree Total</b>			<b>124</b>
<b>Franklin University Transfer Notes:</b>			
<ul style="list-style-type: none"> <li>▪ Laboratory component needed for at least 1 science course.</li> <li>▪ For the Social Sciences requirement, students must take courses in at least 2 separate disciplines.</li> <li>▪ Both General Education and University Electives must be non-developmental.</li> </ul>			

**Sign up for the Pathway Portal by**

**scanning the QR code!**

