



Pennsylvania Highlands Community College to Southern New Hampshire University Online

- Students who transfer with a conferred associates degree are entitled to a 10% tuition reduction accessed through mySNHU.edu.
- This guide serves as a mapping tool for students. Individual student evaluations will vary.
- Please contact Admission at 1-800-668-1249 or University Partnerships at partnersupport@snhu.edu.
- To ensure you are referencing the most current pathway for your program at SNHU, please visit www.snhu.edu/admission/transferring-credits/community-college-partnerships

Pennsylvania Highlands Community College AAS Marketing Course Requirements	Cr	Southern New Hampshire University Online BS Marketing	Cr
Courses in bold are the associate degree required courses.		General Education Core Requirements	42
Philosophy (PHI) Elective	3	EETH: Ethical Thought and Equity (ETH, PHL)	3
COM101 Public Speaking	3	ECCE: Creative and Critical Expression (COM, ENG, FAS, HUM, LAN, LAR, LAS, LFR, LIT, LMN, LSP, MUS, except ENG 120, 121, 122, 123, 130, 190, 200)	3
History (HIS) or Civilization (CIV) Elective	3	EHPS: Historical Perspectives (CIV, HIS)	3
Science Elective	3	ESMF: Scientific and Mathematical Fluencies (BIO, CHM, CIS, CS, EG, ENV, GAM, GEO, GRA, IT, MAT, PHY, SCI, IHP 340)	3
ECO110 Microeconomics	3	ECO 201 Microeconomics	3
ECO100 Macroeconomics	3	ECO 202 Macroeconomics	3
General Education Elective**	3	Exploration Elective: Take 1 course from the five Exploration categories above (EETH, ECCE, EHPS, ESMF, ESPE)	3
BUS225 Business Ethics	3	Any 300/400 level HIS, LIT, IDS, PHL, POL, PSY, SCS, SOC, ENG, and 60 or more credits.	3
		Social Justice (CSOJ) or Sustainability (CSST) (SST or ENV)	3
Cultural Awareness & Diverse Perspectives Elective (Except CIV100, 110, GEO100, and HIS200)	3	Social Justice (CSOJ), Humanities (CHUM), Sustainability (CSST), or an Exploration Elective for students transferring 12+ credits	3
General Education Elective**	3	Social Justice (CSOJ), Humanities (CHUM), Sustainability (CSST), or an Exploration Elective for students transferring 12+ credits	3
ENG110 English Composition I	3	ENG 120 English Composition I or ENG 130 Foundations of Written Communication	3
Directed Elective: ENG205 Research Writing	3	ENG 190 Research and Persuasion or ENG 200 Sophomore Seminar	3
MAT200 Probability and Statistics	3	MAT 240 Applied Statistics	3
Pennsylvania Highlands Community College Courses		SNHU Business Core	30
Directed Elective: ACC150 Acc. Principles I	3	ACC 201 Financial Accounting	3
Directed Elective: ACC175 Acc. Principles II	3	ACC 202 Managerial Accounting	3

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Pennsylvania Highlands Community College AAS Marketing Course Requirements	Cr	Southern New Hampshire University Online BS Marketing	Cr
Pennsylvania Highlands Community College Courses		SNHU Business Core (Continued)	Cr
BUS210 Business Law	3	BUS 206 Business Law I	3
		BUS 210 Managing and Leading in Business	3
		BUS 225 Critical Business Skills for Success	3
		BUS 400 Driving Business Opportunities	3
		FIN 320 Principles of Finance	3
		INT 220 Global Dimensions in Business	3
BUS230 Principles of Marketing	3	MKT 205 Applied Marketing Strategies	3
		QSO 321 People, Planet, and Profit	3
Pennsylvania Highlands Community College Courses		SNHU Major Courses	21
MKT222 Digital Marketing & Social Media	3	MKT 225 Digital Marketing	3
		MKT 270 Professional Selling	3
		MKT 337 Marketing Research	3
		MKT 345 Consumer Behavior	3
		MKT 400 Strategic Brand Management	3
		MKT 432 Strategic Marketing Planning	3
		3 credit(s) from the following: BUS 496 Adv. Experiential Learning for Business MKT 490 Marketing Internship	3
Pennsylvania Highlands Community College Courses		SNHU Major Electives	12
MKT120 Marketing Research MKT140 Integrated Marketing Comm. & Branding MKT200 Sales and Customer Service MKT202 Marketing Technology & Analytics	12	12 credit(s) from ADV or MKT within the 100 - 499 range or from the following courses: QSO 330 Supply Chain Management	12
Pennsylvania Highlands Community College Courses		SNHU Free Electives	15
BUS110 Introduction to Business	3		
BUS125 Management Principles	3		
BUS220 Small Business Management	3		
MKT100 Consumer Behavior	3		
BUS298 Business Management Internship OR MKT299 Applied Marketing Capstone	3		
Pennsylvania Highlands Community College Degree Credits	60-81	SNHU Online BS Marketing Credits Required	120

***There may be some differences between what is considered a General Education Elective at SNHU and your institution. Please confirm applicability with your SNHU contact.*

Transfer Credit Policy

* Excess general education credits are transferred as free elective credit, if available.

• This guide serves as a mapping tool for students and is based upon SNHU Online's 2023/2024 Academic Catalog at time of enrollment and this institution's equivalent academic year. Transfer equivalents earned prior or subsequent to this academic year will be evaluated on a case-by-case basis for transfer equivalency.

• Students must earn a grade of C- or better for course transfer.

• Students may transfer up to 90 credits if previous credits earned meet SNHU Online's degree requirements and academic standards for transfer.

• Students must take at least 30 credits (10 classes) at SNHU Online to be awarded a bachelor's degree.

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