

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

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

ELECTIVES: 30 credits

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

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
- Expert Faculty, Student Support start to finish
- A Culture of Diversity, Values and Inclusiveness

For more information, contact Seton Hill's Online Studies Program at 724-838-4208 or gadmit@setonhill.edu, www.setonhill.edu/obc