



Division of Professional Studies

Bachelor of Science, Organizational Leadership

PHCC Marketing (A.A.S.)

Student: _____

Penn Highlands Semester I				
Transfer	SFU Eq.	Code	Description	Cr.
	MKTG101	BUS 230	Principles of Marketing	3
	BUS 101	BUS 110	Introduction to Business	3
	FREE	FYE 101	First Year Experience	1
	FREE	ENG 110	English Composition I	3
	MGMT201	Open Elective	BUS 165 Human Resource Management	3
	CORE I	COM 101	Public Speaking	3
Total Credits				16

Penn Highlands Semester II				
Transfer	SFU Eq.	Code	Description	Cr.
	FREE	MAT 200	Probability & Statistics	3
	FREE	MKT 140	Advertising	3
	MGMT101	BUS 125	Management Principles	3
	FREE	MKT 100	Consumer Behavior	3
	SOC SCI	CA	CA Elective	3
Total Credits				15

Penn Highlands Semester III				
Transfer	SFU Eq.	Code	Description	Cr.
	FREE	MKT 120	Market Research	3
	MGMT EL	MKT 222	Digital Marketing & Social Media	3
	PHIL213	BUS 225	Business Ethics	3
	FREE	Elective	Business & Related Elective	3
	SCI	ANY SCI	ANY SCIENCE ELECTIVE	3
Total Credits				15

Penn Highlands Semester IV				
Transfer	SFU Eq.	Code	Description	Cr.
	MGMT EL	MKT 200	Sales and Customer Service	3
	MGMT102	BUS 220	Small Business Management	3
	FREE	MTG 202	Marketing Technology & Analytics	3
	BLAW301	Elective	BUS 210 Business Law	3
	FREE	BUS 298	Business Management Internship	4
Total Credits				16

Penn Highlands Semester V				
Transfer	SFU Eq.	Code	Description	Cr.
	FREE	CIT 100	Microcomputer Applications	3
	FNAR	ART or MUS	Art or Music Elective	3
	HIST	HIST	Any History Elective	3
	ECON102	ECO 110	Microeconomics	3
	ACCT101	ACC 150	Accounting Principles I	3
	PHIL105	PHI 110	Introduction to Philosophy	3
Total Credits				18

Penn Highlands Semester VI				
Transfer	SFU Eq.	Code	Description	Cr.
	ECON101	ECO 100	Macroeconomics	3
	ACCT102	ACC 230	Managerial Accounting	3
	WRIT102	ENG 205	Research Writing	3
	LIT	ENG 200	English Composition II	3
	FREE			3
	FREE			3
Total Credits				18

Division of Professional Studies				
Complete	Semester	Code	Description	Cr.
		LANG	Language Elective	3
		COMM208	Writing & Communicating in Business	3
		THEO105	Introduction to Franciscan Theology	3
		FIN 202	Finance	3
		MGMT206	Global Management Strategy	3
Total Credits				15

Division of Professional Studies				
Complete	Semester	Code	Description	Cr.
		BUSA311	Descriptive & Predictive Analytics for Busin	3
		BUSA103	Advanced Excel with Business Applications	3
		MGMT326	Organizational Behavior	3
		COREIII	Capstone	3
		MGMT401	Strategic Management (APP LEARN)	3

Total Credits 15
Total Credits 128
2025-2026

98 credit transfer

revised 6/10/25 sl