



Division of Professional Studies

Bachelor of Science, Marketing

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
	FREE	Elective	Open Elective	3
	COMM103	COM 101	Public Speaking	3
Total Credits				16

Penn Highlands Semester II				
Transfer	SFU Eq.	Code	Description	Cr.
	FREE	MAT 200	Probability and Statistics	3
	COMM310	MKT 140	Advertising	3
	MGMT101	BUS 125	Management Principles	3
	MKTG EL	MKT 100	Consumer Behavior	3
	SOC SCI	CA	CA Elective	3
Total Credits				15

Penn Highlands Semester III				
Transfer	SFU Eq.	Code	Description	Cr.
	MKTG321	MKT 120	Market Research	3
	MKTG320	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.
	MKTG EL	MKT 200	Sales and Customer Service	3
	MGMT102	BUS 220	Small Business Management	3
	CORE I	MKT 202	Marketing Technology & Analytics	3
	BLAW301	Elective	Business & Related Elective	3
	FREE	BUS 298	Business Management Internship	3
Total Credits				15

Penn Highlands Semester V				
Transfer	SFU Eq.	Code	Description	Cr.
	MIS 102	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			4
Total Credits				19

Division of Professional Studies				
Complete	Semester	Code	Description	Cr.
		FREE		3
		LANG	Language Elective	3
		COMM208	Writing & Communicating in Business	3
		THEO105	Introduction to Franciscan Theology	3
		MKTG206	Global Marketing 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
		FIN 202	Finance	3
		MKTG404	Marketing Management (fulfills COREIII)	3
		MGMT401	Strategic Management (APP LEARN)	3
Total Credits				15