

FRANKLIN UNIVERSITY DEGREE CHECKLIST: EFFECTIVE FALL 2016 - SUMMER 2017

Bachelor's Degree - MARKETING (124 Hours)

****THIS DOCUMENT IS AN UNOFFICIAL, INFORMATIONAL GUIDE.****

Please review your Academic Evaluation and contact Advising Team with any questions.

| FRANKLIN UNIVERSITY COURSE CODE | TRANSFER COURSE EQUIVALENCY (if applicable) | FRANKLIN UNIVERSITY COURSE CODE | TRANSFER COURSE EQUIVALENCY (if applicable) |
|--|--|---|---|
| GENERAL EDUCATION CORE | | PROFESSIONAL FOUNDATIONS | |
| <input type="checkbox"/> WRIT 120 College Writing | <u>ENGL 1101 Engl Comp I AND ENGL 1102 Engl Comp II</u> | <input type="checkbox"/> PF 321 Learning Strategies (*must be taken prior to the start of all other Franklin coursework) | |
| <input type="checkbox"/> Mathematics (beyond Intermediate Algebra) * | <u>Check with Franklin Advisor</u> | | |
| <input type="checkbox"/> Science Area (2 courses with 1 having a laboratory component) | <u>Select from Natural/Physical Sciences (NOT Nutrition)</u> | | MAJOR AREA |
| <input type="checkbox"/> Social/Behavioral Science Area | <u>Courses such as Anthropology, Sociology, Psychology, etc.</u> | <input type="checkbox"/> MKTG 320 Advertising | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> Arts and Humanities Area (2 courses) | <u>Courses such as Philosophy, Literature, Ethics, etc.</u> | <input type="checkbox"/> MKTG 330 Marketing Behavior | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> MATH 215 Statistical Concepts | <u>MATH 1160 Stat Concepts OR MATH 2281 Intro Statistics</u> | <input type="checkbox"/> MKTG 332 Marketing Research | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> ECON 220 Introduction to Macroeconomics | <u>ECON 2206 Principles of Macroeconomics</u> | <input type="checkbox"/> MKTG 340 Digital Marketing | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> SPCH 100 Speech or Interpersonal Communication | <u>COMM 1115 Fundamentals of Effective Speech</u> | <input type="checkbox"/> MKTG 495 Integrated Marketing | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> WRIT 320 Business and Professional Writing | <u>ENGL 2205 Technical Report Writing</u> | | MAJOR AREA ELECTIVE (8 hours) |
| <input type="checkbox"/> COMP 106 Introduction to Spreadsheets | <u>CSCI 2218 Excel</u> | | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> COMP 108 Introduction to Databases | <u>CSCI 2213 Access</u> | <input type="checkbox"/> MKTG 345 Social Media Marketing | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| <input type="checkbox"/> Algebra Competency (MATH 150 or MATH 115) | <u>MATH 1118 Intermediate Algebra</u> | <input type="checkbox"/> MKTG 410 Marketing Internship | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| | | <input type="checkbox"/> MKTG 415 Search Engine Marketing | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| | | <input type="checkbox"/> MKTG 430 Relationship Marketing | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| | | <input type="checkbox"/> MKTG 435 Digital Marketing Analytics | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| | | <input type="checkbox"/> MKTG 450 Global Marketing | <u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u> |
| | | | UNIVERSITY ELECTIVES |
| | | | Select additional courses to satisfy Franklin University residency requirements and overall required hours. |
| | | | Additional Major Area Electives are recommended. Contact Advising Team for other options. |

Franklin University Transfer Notes

**Both general education and university elective courses must be non-developmental.*

**Transfer credit hour minimums for a 4 hour Franklin course is 2.67 semester hours. The difference in transferred credit and Franklin course credit must be made up in the General Education Electives and/or University Electives sections.*

**For Math Beyond Intermediate Algebra requirement, student may select College Algebra, Calculus or Finite Mathematics. If Statistics is used for this mathematics requirement, an additional general education elective will be required.*

**For the Social Sciences requirement, students must take courses in at least 2 separate disciplines.*

**Laboratory component needed for at least 1 science course.*

**Students are required, at a minimum, to complete 30 hours of non-developmental coursework with Franklin University.*

Algebra Competency Requirement

Franklin University requires that all of our students satisfy an Algebra Competency Requirement. The Algebra Competency Requirement can be met in the following ways:

1. Pass the Franklin University Algebra Competency Test;
2. Take Fundamental Algebra (MATH 150) at Franklin University; or
3. Transfer in Fundamental Algebra (MATH 150) or higher (College Algebra, Calculus, Finite Math, etc., but not Statistics**)
4. Transfer in Introduction to Quantitative Reasoning (MATH 115) AND Statistical Concepts (MATH 215) (For Non-STEM
5. Transfer in Introduction to Quantitative Reasoning (MATH 115) AND pass Statistical Concepts (MATH 215) at Franklin University (For Non-STEM majoring students only)
6. Pass Introduction to Quantitative Reasoning (MATH 115) AND Statistical Concepts (MATH 215) at Franklin University (For Non-STEM majoring students only)