

**FRANKLIN UNIVERSITY DEGREE CHECKLIST: EFFECTIVE FALL 2019 - SUMMER 2020**

Bachelor of Science 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)
<b>GENERAL EDUCATION CORE</b>		<b>PROFESSIONAL FOUNDATIONS</b>	
<input type="checkbox"/> ENG 120 College Writing	ENG 1101 English Composition I <b>AND</b> ENG 1201 English Composition II	<input type="checkbox"/> PF 321 Learning Strategies ( *must be taken prior to the start of all other Franklin coursework)	
<input type="checkbox"/> Science Area (2 courses with 1 having a lab component)	Choose from Chemistry, Biology, Anatomy/Physiology, Astronomy, Earth Science, Physics, or Environmental disciplines		
<input type="checkbox"/> ECON 220 Introduction to Macroeconomics	ECON 2206 Principles of Macroeconomics		<b>MAJOR AREA</b>
<input type="checkbox"/> Social/Behavioral Science Area (additional course from other discipline than ECON)	Choose from Anthropology, Psychology, Sociology, or Political Science or American Government disciplines	<input type="checkbox"/> MKTG 320 - Advertising & Promotion	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> Arts and Humanities Area (2 courses)	Choose from Ethics, History, Philosophy, Art/Music Appreciation, or Religion disciplines	<input type="checkbox"/> MKTG 330 - Marketing Behavior	<u>ENR 2280 Consumer Behavior</u>
<input type="checkbox"/> MATH 215 Statistical Concepts	MATH 1160 Statistical Concepts <b>OR</b> MATH 2281 Introductory Statistics	<input type="checkbox"/> MKTG 332 - Marketing Research	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> SPCH 100 Speech or Interpersonal Communication	COMM 1110 Interpersonal Communication <b>OR</b> COMM 1115 Fundamentals of Effective Speech	<input type="checkbox"/> MKTG 340 - Digital Marketing	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> PF 106 Introduction to Spreadsheets	CSCI 2218 Excel	<input type="checkbox"/> MKTG 495 - Integrated Marketing	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> PF 108 Introduction to Databases	CSCI 2213 Access		
<input type="checkbox"/> ENG 205 Business & Professional Writing	ENGL 2205 Technical Report Writing		<b>MAJOR AREA ELECTIVE (SELECT 2 COURSES/8 HOURS FROM THE FOLLOWING LIST)</b>
<b>BUSINESS CORE</b>		<input type="checkbox"/> MKTG 345 - Social Media Marketing	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> ACCT 215 Financial Accounting	ACCT 1101 Principles of Financial Accounting	<input type="checkbox"/> MKTG 410 - Marketing Internship	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> ACCT 225 Managerial Accounting	ACCT 1102 Principles of Managerial Accounting	<input type="checkbox"/> MKTG 415 - Search Engine Marketing	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> BSAD 220 Business Law	BADM 2251 Business Law I- The Legal Environment	<input type="checkbox"/> MKTG 430 - Customer Relationship Management	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> ECON 210 Introduction to Microeconomics	ECON 2205 Principles of Microeconomics	<input type="checkbox"/> MKTG 435 - Digital Marketing Analytics	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> FINA 301 Principles of Finance	BADM 2222 Business Finance	<input type="checkbox"/> MKTG 450 - Global Marketing	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> MKTG 300 Marketing	BADM 2204 Principles of Marketing	<input type="checkbox"/> MKTG 480 - Special Topics in Marketing	<u>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</u>
<input type="checkbox"/> MGMT 312 Principles of Management	BADM 2206 History & Principles of Management		

**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.

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

**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.

<input type="checkbox"/> MATH 140 Intro to Quantitative Reasoning or MATH 150 Fundamental Algebra	<u>MATH 1118 Intermediate Algebra</u>
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**Algebra Competency Requirement**

All students are required to meet Franklin University's Algebra Competency requirement. Please work with your admissions advisor and academic advisor to review your course options or transfer credits for this requirement. The full Algebra Competency policy can be found in the Academic Catalog.