

**FRANKLIN UNIVERSITY DEGREE CHECKLIST: EFFECTIVE FALL 2020 - SUMMER 2021**

[Bachelor of Science Degree - NORTH CENTRAL STATE COLLEGE - MARKETING \(124 Hours\)](#)

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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 Science Area with Lab	ENGL 1010 + ENGL 1030 Choose from Chemistry, Biology, Anatomy/Physiology, Astronomy, Earth Science, Physics, or Environmental disciplines	<input type="checkbox"/> PF 321 Learning Strategies ( *must be taken prior to the start of all other Franklin coursework)	
<input type="checkbox"/> Science Area with/without Lab	Choose from Anthropology, Psychology, Sociology, or Political Science or American Government disciplines		<b>MAJOR AREA</b>
<input type="checkbox"/> Social and Behavioral Science	ECON 2510	<input type="checkbox"/> MKTG 320 - Advertising & Promotion	_____
<input type="checkbox"/> ECON 220 Macroeconomics	Choose from Anthropology, Psychology, Sociology, or Political Science or American Government disciplines	<input type="checkbox"/> MKTG 330 - Marketing Behavior	_____
<input type="checkbox"/> Arts and Humanities Area (2 courses)	STAT 1010	<input type="checkbox"/> MKTG 332 - Marketing Research	_____
<input type="checkbox"/> MATH 215 Statistical Concepts	COMM 1010	<input type="checkbox"/> MKTG 340 - Digital Marketing	_____
<input type="checkbox"/> SPCH 100 Speech or Interpersonal Communication	CISS 1220 <b>OR</b> ITEC 1810	<input type="checkbox"/> MKTG 495 - Integrated Marketing	_____
<input type="checkbox"/> PF 106 Introduction to Spreadsheets	CISS 1230 <b>OR</b> ITEC 1810		<b>MAJOR ELECTIVES (8 CREDIT HOURS)</b>
<input type="checkbox"/> PF 108 Introduction to Databases	ENGL 2151		_____
<input type="checkbox"/> ENG 205 Business & Professional Writing		<input type="checkbox"/> MKTG 345 - Social Media Marketing	_____
	<b>BUSINESS CORE</b>	<input type="checkbox"/> MKTG 410 - Marketing Internship	_____
<input type="checkbox"/> ACCT 215 - Financial Accounting	ACCT 1010	<input type="checkbox"/> MKTG 415 - Search Engine Marketing	_____
<input type="checkbox"/> ACCT 225 - Managerial Accounting	ACCT 1030	<input type="checkbox"/> MKTG 430 - Customer Relationship Management	_____
<input type="checkbox"/> BSAD 220 - Business Law	BUSM 1110	<input type="checkbox"/> MKTG 435 - Digital Marketing Analytics	_____
<input type="checkbox"/> ECON 210 - Introduction to Microeconomics	ECON 1510	<input type="checkbox"/> MKTG 450 - Global Marketing	_____
<input type="checkbox"/> FINA 301 - Principles of Finance	ACCT 2060	<input type="checkbox"/> MKTG 480 - Special Topics in Marketing	_____
<input type="checkbox"/> MGMT 312 - Principles of Management	BUSM 1050		_____
<input type="checkbox"/> MKTG 300 - Marketing	BUSM 1150	<input type="checkbox"/> MATH 140 Introduction to Quantitative Reasoning or MATH 150 Fundamental Algebra	MATH 1110

**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 (32 CREDIT HOURS)**

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.

- 3 BUSM 1010 - INTRO TO BUSINESS
- 3 BUSM 1130 - MKTG ELECTIVE
- 3 BUSM 2210 - MKTG ELECTIVE
- 3 BUSM 2272 - BUS ELECTIVE
- 1 BUSM 2280 - UNIVERSITY ELECTIVE
- 1 BUSM 2285 - UNIVERSITY ELECTIVE
- 2 CISS 1210 - UNIVERSITY ELECTIVE
- 2 CISS 1280 - UNIVERSITY ELECTIVE
- 3 VCMT 1050 - UNIVERSITY ELECTIVE

**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.

- 3 VCMT 1085 - UNIVERSITY ELECTIVE
- 3 VCMT 1190 - UNIVERSITY ELECTIVE