

## FRANKLIN UNIVERSITY - COMPLETION GUIDE

### Bachelor's Degree - eMARKETING

124 Semester Credit Hours

Effective Fall 2009 - Summer 2010

This document is an **unofficial, informational** guide.

Please review Franklin University's **ACADEMIC BULLETIN** for transfer policies and degree requirements.

For an official transfer degree audit, complete Franklin University's **FREE** application.

### COMMUNITY COLLEGE COURSES

#### GENERAL EDUCATION CORE

|                          |   |                          |   |
|--------------------------|---|--------------------------|---|
| <input type="checkbox"/> | College Writing   | <input type="checkbox"/> | Speech Communication or Interpersonal Communication |
| <input type="checkbox"/> | Mathematics (beyond Intermediate Algebra) *                         | <input type="checkbox"/> | Business Communication                              |
| <input type="checkbox"/> | Science Area (2 courses with 1 having a laboratory component)       | <input type="checkbox"/> | Introduction to Spreadsheets                        |
| <input type="checkbox"/> | Social/Behavioral Science Area (2 courses in different disciplines) | <input type="checkbox"/> | Introduction to Databases                           |
| <input type="checkbox"/> | Arts and Humanities Area (2 courses)                                | <input type="checkbox"/> | A min. of 2 sem/3 qtr hour(s) of Gen Ed Electives   |
| <input type="checkbox"/> | Statistical Concepts  | <input type="checkbox"/> | Algebra Competency                                  |
| <input type="checkbox"/> | Introduction to Macroeconomics                                      |                          |   |

\* One mathematics or statistics course beyond intermediate level. May select from College Algebra, Calculus, Finite Mathematics, Statistics or Business Calculus. If statistics is used for the mathematics requirement, an additional general education elective will be required.

#### BUSINESS CORE

|                          |                                 |                          |                                |
|--------------------------|---------------------------------|--------------------------|--------------------------------|
| <input type="checkbox"/> | Financial Accounting            | <input type="checkbox"/> | Introduction to Microeconomics |
| <input type="checkbox"/> | Managerial Accounting           | <input type="checkbox"/> | Principles of Finance          |
| <input type="checkbox"/> | Business Law                    | <input type="checkbox"/> | Marketing                      |
| <input type="checkbox"/> | Management Theory and Practices |                          |                                |

#### MAJOR AREA BRIDGE

|                          |                                |
|--------------------------|--------------------------------|
| <input type="checkbox"/> | Fundamentals of Graphic Design |
| <input type="checkbox"/> | Web Design and Implementation  |
| <input type="checkbox"/> | Internet Marketing             |

#### ELECTIVE BRIDGE COURSES

Non-Developmental level courses taken at your community college and not applied directly toward another Bridge requirement will be applied to this area. **An official evaluation of transfer credit will determine the need for electives.** If you need additional courses to meet the hours required for your bachelor's degree, please select business or computer related courses from those offered at your community college. Other courses may be acceptable in this area. **Please see your Franklin University SSA for approval prior to taking the course.**

### FRANKLIN UNIVERSITY COURSES

#### COMPLETION (40 SEMESTER HOURS)

It is recommended to take PF 321 before beginning any Community College course work after the conclusion of your Associate Degree.

#### PROFESSIONAL FOUNDATIONS (6 SEMESTER HOURS)

|                          |                            |  |
|--------------------------|----------------------------|--|
| <input type="checkbox"/> | PF 321 Learning Strategies | *** must be taken prior to the start of all other Franklin courses |
| <input type="checkbox"/> | HUMN 305 Global Issues     |  |

#### MAJOR AREA (22 SEMESTER HOURS)

|                          |  |
|--------------------------|--|
| <input type="checkbox"/> | COMP 107 Introduction to Web Authoring |
| <input type="checkbox"/> | EMKT 460 E-Commerce                    |
| <input type="checkbox"/> | EMKT 495 Integrated eMarketing         |
| <input type="checkbox"/> | GRPH 310 Advanced Graphic Design       |
| <input type="checkbox"/> | MIS 320 Technical Communication        |
| <input type="checkbox"/> | MKTG 332 Marketing Research            |
| <input type="checkbox"/> | WEBD 117 Graphic Editing Software      |

#### UNIVERSITY ELECTIVES (12 SEMESTER HOURS)

Select an additional 12 semester hours from any Franklin University course offering at the 300 or 400 level.