

**FRANKLIN UNIVERSITY DEGREE CHECKLIST: EFFECTIVE FALL 2014 - SUMMER 2015**  
**Bachelor's Degree - INTERNET MARKETING (124 Hours) Clark State Community College**

\*\*THIS DOCUMENT IS AN **UNOFFICIAL, INFORMATIONAL GUIDE.** \*\*  
 Please review your Academic Evaluation and contact Advising Team with any questions.

FRANKLIN UNIVERSITY COURSE CODE	CSCC TRANSFER COURSE EQUIVALENCY (if applicable)	FRANKLIN UNIVERSITY COURSE CODE	CSCC TRANSFER COURSE EQUIVALENCY (if applicable)
<b>GENERAL EDUCATION CORE</b>		<b>PROFESSIONAL FOUNDATIONS</b>	
<input type="checkbox"/> WRIT 120 College Writing	ENG 1111 English I AND ENG 1112 English II	<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) *		<input type="checkbox"/> HUMN 305 Global Issues	
<input type="checkbox"/> Science Area (2 courses with 1 having a laboratory component)	Select from courses such as Chemistry, Biology, Physics, etc.		
<input type="checkbox"/> Social/Behavioral Science Area (2 courses in different disciplines)	Select from courses such as Anthropology, Sociology, Psychology, etc.		<b>MAJOR AREA</b>
<input type="checkbox"/> Arts and Humanities Area (2 courses)	Select from courses such as Philosophy, Literature, Ethics, etc.	<input type="checkbox"/> GRPH 210 Fundamentals of Graphic Design	GPH 1000 Intro to Graphic Design AND GPH 1112 Typography Seminar
<input type="checkbox"/> MATH 215 Statistical Concepts	STT 2640 Elementary Statistics	<input type="checkbox"/> EMKT 340 Internet Marketing	Not available at your institution. Please take EMKT 340 with Franklin.
<input type="checkbox"/> ECON 220 Introduction to Macroeconomics	ECO 2210 Principles of Macroeconomics	<input type="checkbox"/> COMM 107 Introduction to Web Presentation and Publishing	ITS 1400 Web Design Essentials
<input type="checkbox"/> SPCH 100 Speech or Interpersonal Communication	COM 1120 Public Speaking I OR COM 1170 Small Group Communication	<input type="checkbox"/> EMKT 345 Social Media Marketing	
<input type="checkbox"/> WRIT 320 Business and Professional Writing	ENG 2230 Technical Report Writing OR ENG 2211 Business Communication	<input type="checkbox"/> EMKT 415 Search Engine Optimization	
<input type="checkbox"/> COMP 106 Introduction to Spreadsheets	ITS 1105 Comp Concepts & Office Prod Tools OR ITS 1235 Beginning Spreadsheets	<input type="checkbox"/> EMKT 430 Web Analytics	
<input type="checkbox"/> COMP 108 Introduction to Databases	ITS 1105 Comp Concepts & Office Prod Tools OR ITS 1245 Beginning Database	<input type="checkbox"/> EMKT 450 Cyber Law	
<input type="checkbox"/> A minimum of 2 sem./3 qtr. hours of Gen. Ed. Electives		<input type="checkbox"/> EMKT 495 Integrated eMarketing	<i>COURSE MUST BE TAKEN AT FRANKLIN UNIVERSITY</i>
<input type="checkbox"/> MATH 150 Algebra Competency	Not available please take at Franklin.	<input type="checkbox"/> MKTG 332 Marketing Research	
		<input type="checkbox"/> GRPH 117 Graphic Editing Software	
<b>BUSINESS CORE</b>		<b>UNIVERSITY ELECTIVES</b>	
<input type="checkbox"/> ACCT 215 Financial Accounting	ACC 1100 Introduction to Financial Accounting	Select additional courses to satisfy Franklin University residency requirements and overall required hours.	
<input type="checkbox"/> ACCT 225 Managerial Accounting	ACC 1200 Managerial Accounting	Additional Major Area Electives are recommended. Contact Advising Team for other options.	
<input type="checkbox"/> BSAD 220 Business Law	MGT 2600 Legal Environment of Business		
<input type="checkbox"/> MGMT 312 Principles of Management	MGT 1120 Principles of Management		
<input type="checkbox"/> ECON 210 Introduction to Microeconomics	ECO 2220 Principles of Microeconomics		
<input type="checkbox"/> FINA 301 Principles of Finance	MGT 2270 Business Finance		
<input type="checkbox"/> MKTG 300 Marketing	MKT 2000 Marketing 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.*

*\*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 40 hours of non-developmental coursework with Franklin University.*

**Algebra Competency Statement**

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\*\*)

**\*\*Statistics will not waive the Algebra Competency Requirement unless the course has been approved for your school. Please see Advising Team for clarification.**