

NEOSHO COUNTY COMMUNITY COLLEGE				FRANKLIN UNIVERSITY			
CURRICULUM FOR ASSOCIATE IN APPLIED SCIENCE DEGREE: MARKETING				COURSES ACCEPTED IN TRANSFER FOR BACHELOR OF SCIENCE: MARKETING			
This equivalency list should be used in conjunction with your Degree Audit and Degree Checklist 2021-2022							
NEOSHO COUNTY COMMUNITY COLLEGE				FRANKLIN UNIVERSITY EQUIVALENT			
Dept.	Number	Title	Credits	Dept.	Number	Title	Credits
MGMK	101	Intro to Business	3	BSAD	110	Business Principles	3
ACCT	108	College Accounting	3	ACCT	902	Professional Core Special	3
CSIS	100	Computer Concepts and Applications	3	PF	106	Intro to Spreadsheets	1
				PF	108	Intro to Databases	1
				TRNS	951	General Education Elective	1
ENGL	101	English Composition I	3	COMM	920	Composition Special	3
CURR	100	First Year Seminar	1	TRNS	950	Free Elective	1
COMM	213	Interpersonal Communications OR	3	COMM	150	Interpersonal Communication	3
MGMK	135	Human Relations and Supervision		MGMT	902	Professional Core Special	
MGMK	132	Principles of Sales	3	MKTG	902	Professional Core Special	3
ACCT	201	Financial Accounting I	3	ACCT	215	Financial Accounting	3
MGMK	251	Marketing	3	MKTG	300	Marketing	3
ECON	201	Macroeconomics	3	ECON	220	Introduction to Macroeconomics	3
MGMK	138	Marketing Education Field Study	2	MKTG	902	Professional Core Special	2
CSIS	117	Intro to Web Page Design	1	COMM	107	Intro to Web Presentation/Pub	1
ACCT	202	Managerial Accounting	3	ACCT	225	Managerial Accounting	3
MGMK	105	Small Business Management	3	MGMT	902	Professional Core Special	3
BUSI	118	Business Communications	3	ENG	205	Business & Professional Writing	3
XXX	XXX	Business Program Electives	5	BSAD	902	Business Core Professional	5
COMM	207	Fundamentals of Speech	3	SPCH	100	Speech Communication	3
SOSC	101	American Government	3	POSC	204	American Government	3
MATH	113	College Algebra	3	MATH	160	College Algebra	3
PSYC	155	General Psychology	3	PSYC	155	General Psychology	3
XXX	XXX	Business Program Electives	4	BSAD	902	Business Core Professional	4
TOTAL			61	TOTAL			61

ADDITIONAL COURSES THAT CAN BE COMPLETED AT FRANKLIN UNIVERSITY OR NEOSHO CCC FOR TRANSFER							
ENG	289	English Composition II	3	ENG	120	College Writing	3
MATH	143	Elementary Statistics	3	MATH	215	Statistical Concepts	3
ECON	200	Microeconomics	3	ECON	210	Introduction to Microeconomics	3
XXX	XXX	Arts and Humanities Elective*	3	HUMN	XXX	Arts and Humanities Elective	3
XXX	XXX	Arts and Humanities Elective*	3	HUMN	XXX	Arts and Humanities Elective	3
XXX	XXX	Natural Physical Science w/Lab**	4	SCIE	XXX	Natural/Physical Science w/Lab	4
XXX	XXX	Natural Physical Science without Lab**	3	SCIE	XXX	Natural/Physical Science without Lab	3
BUSI	114	Business Law	3	BSAD	220	Business Law	3
MGMK	230	Business Finance	3	FINA	301	Principles of Finance	3
MGMK	147	Intro to Management	3	MGMT	312	Principles of Management	3
TOTAL			31	TOTAL			31

"Courses are subject to change. Official transcript evaluation needed to determine specific classes needed for degree."

*Please see your Franklin University Admissions Counselor for Humanity options at Neosho CCC

**Nutrition is not considered a Science at Franklin University

FRANKLIN UNIVERSITY				
COURSES TO BE COMPLETED AT FRANKLIN UNIVERSITY BACHELOR OF SCIENCE: MARKETING				
FRANKLIN UNIVERSITY COURSES				
Dept.	Number	Title		Credits
PF	321	Learning Strategies		2
MKTG	320	Advertising & Promotion		4
MKTG	330	Marketing Behavior		4
MKTG	332	Marketing Research		4
MKTG	340	Digital Marketing		4
MKTG	495	Integrated Marketing		4
XXX	XXX	Major Area Elective		4
XXX	XXX	Major Area Elective		4
XXX	XXX	Major Area Elective		4
XXX	XXX	Major Area Elective		4
Franklin University Coursework				38
AAS Neosho County Community College				61
Additional Neosho CCC /Franklin Coursework				31
Degree Total				130
Franklin University Transfer Notes:				
<ul style="list-style-type: none"> ▪ Laboratory component needed for at least 1 science course. ▪ For the Social Sciences requirement, students must take courses in at least 2 separate disciplines. ▪ Both General Education and University Electives must be non-developmental. 				