

STARK STATE COLLEGE				FRANKLIN UNIVERSITY			
CURRICULUM FOR ASSOCIATE OF APPLIED BUSINESS MARKETING AND SALES				COURSES ACCEPTED IN TRANSFER FOR BACHELOR OF SCIENCE MARKETING			

**This equivalency list should be used in conjunction with your Degree Audit and Degree Checklist
Effective - 2019/2020 Academic Year**

STARK STATE COLLEGE				FRANKLIN UNIVERSITY EQUIVALENT			
Dept.	Number	Title	Credits	Dept.	Number	Title	Credits
BUS	221	MICROECONOMICS	3	ECON	210	MICROECONOMICS	3
BUS	222	MACROECONOMICS	3	ECON	220	MACROECONOMICS	3
MKT	222	ADVERTISING	3	XXXX	XXX	UNIVERSITY ELECTIVE	3
MKT	229	MARKET PLANNING	3	XXXX	XXX	MAJOR AREA ELECTIVE	3
COM	121	EFFECTIVE SPEAKING	3	SPCH	100	SPEECH COMMUNICATION	3
ACC	130	BUSINESS LAW AND ETHICS	3	BSAD	220	BUSINESS LAW	3
BUS	121	BUSINESS ADMINISTRATION	3	BSAD	110	BUSINESS PRINCIPLES	3
MGT	121	PRINCIPLES OF MANAGEMENT	3	MGMT	312	PRINCIPLES OF MANAGEMENT	3
MKT	XXX	TECHNICAL ELECTIVE	3	XXXX	XXX	UNIVERSITY ELECTIVE	3
MKT	XXX	TECHNICAL ELECTIVE	3	XXXX	XXX	UNIVERSITY ELECTIVE	3
MKT	XXX	TECHNICAL ELECTIVE	3	XXXX	XXX	UNIVERSITY ELECTIVE	3
MKT	121	PRINCIPLES OF MARKETING	3	MKTG	300	MARKETING	3
MKT	221	SALES	3	XXXX	XXX	MAJOR AREA ELECTIVE	3
SSC	101	STUDENT SUCCESS SEMINAR	1	XXXX	XXX	UNIVERSITY ELECTIVES	1
ITD	122	COMPUTER APPLICATIONS	3	PF	106	INTRO TO SPREADSHEETS	1
				PF	108	INTRO TO DATABASES	1
				XXXX	XXX	UNIVERSITY ELECTIVES	1
ACC	132	FINANCIAL ACCOUNTING	4	ACCT	215	FINANCIAL ACCOUNTING	4
ENG	124	COLLEGE COMPOSITION	3	ENG	120	COLLEGE WRITING	3
ACC	133	MANAGERIAL ACCOUNTING	4	ACCT	225	MANAGERIAL ACCOUNTING	4
XXX	XXX	ARTS AND HUMANITIES ELECTIVE	3	XXXX	XXX	ARTS AND HUMANITIES ELECTIVE	3
BUS	124	BUSINESS ANALYSIS WITH ALGEBRA	3	XXXX	XXX	UNIVERSITY ELECTIVES	3
MTH	125	COLLEGE ALGEBRA	4	MTH	160	COLLEGE ALGERA	4
TOTAL			64				64

ADDITIONAL COURSES THAT CAN BE COMPLETED AT STARK STATE FOR TRANSFER CREDIT							
XXX	XXX	ARTS AND HUMANITIES ELECTIVE	3	XXXX	XXX	ARTS AND HUMANITIES ELECTIVE	3
XXX	XXX	UNIVERSITY ELECTIVE	4	XXX	XXX	UNIVERSITY ELECTIVE	4
PSY	121	GENERAL PSYCHOLOGY	3	PSYC	110	GENERAL PSYCHOLOGY	3
ENG	230	BUSINESS COMMUNICATION	3	WRIT	320	BUSINESS & PROF. WRITING	3
FIN	220	BUSINESS FINANCE	3	FINA	301	PRINCIPLES OF FINANCE	3
MTH	124	STATISTICS	3	MATH	215	STATISTICAL CONCEPTS	3
XXX	XXX	UNIVERSITY ELECTIVE	3	XXX	XXX	UNIVERSITY ELECTIVE	3
XXX	XXX	SCIENCE ELECTIVE W/ LAB	5	XXXX	XXX	SCIENCE ELECTIVE W/ LAB	5
XXX	XXX	SCIENCE ELECTIVE - NO LAB	3	XXXX	XXX	SCIENCE ELECTIVE - NO LAB	3
TOTAL			30				30

FRANKLIN UNIVERSITY			
COURSES TO BE COMPLETED AT FRANKLIN UNIVERSITY BACHELOR OF SCIENCE BUSINESS ADMINISTRATION			

FRANKLIN UNIVERSITY COURSES			
Dept.	Number	Title	Credits
PF	321	LEARNING STRATEGIES	2
MKTG	330	MARKETING BEHAVIOR	4
MKTG	332	MARKETING RESEARCH	4
MKTG	40	DIGITAL MARKETING	4
MKTG	495	INTEGRATED MARKETING	4
MKTG	XXX	MAJOR AREA ELECTIVE	4
MKTG	XXX	MAJOR AREA ELECTIVE	4
MKTG	XXX	MAJOR AREA ELECTIVE	4

Franklin University Coursework	30
AAB STARK STATE	64
Additional STARK STATE/Franklin Coursework	30
Degree Total	124

Franklin University Transfer Notes:

- 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.

Stark State and Franklin Partnership Tuition Cost	
Stark State (94 HR) x (\$153)	\$14,382
Franklin University (30 HR) x (\$398)	\$11,940
Total Tuition	\$26,322
<i>Cost Savings Compared to 4 Years at Franklin</i>	\$23,030