

Transfer Advising Sheet for Marketing Program

Florida Community College at Jacksonville
Associate of Arts, Associate of Science, or Associate of Applied Science Degree

Articulated Program with Franklin University
Bachelor of Science in Marketing Degree

POS: 31FRA for Franklin University
ITM: 208FRA for Franklin Marketing

This transfer institution has agreed to accept the specified associate's degree from FCCJ. The FCCJ graduate will be accepted at the senior level, and is required to complete the equivalent of one year of full-time coursework to complete the specified bachelor's degree.

If you do not plan to transfer to this specific transfer institution, please follow the Program of Study, as specified in the College Catalog.

Upon graduation from Florida Community College, Franklin University (FU) will accept coursework from any AA, AS, or AAS degree towards the BS Marketing program. Students will complete a minimum of 40 upper-division semester credit hours from Franklin University to graduate with a Bachelor of Science Degree in Marketing.

Please contact your advisor or counselor to request the 3 + 1 POS to be applied to your program of study records. Please review the information on the 3 + 1 webpage for further instructions:

http://www.fccj.edu/transferservices/3+1_search.html

The following courses are required to be taken at FCCJ if not previously completed during the associates degree)

Course Number	Course Title	Requirement Met General Ed/Prerequisite	Gordon Writing/Math	Semester Hours
ENC 1102	Writing About Non-Fiction	GE, PR	G (W)	3
SPC XXXX	Select speech course from Communications Area of General Education Requirements	GE, PR	G (W)	3
ENC 2210	Technical Report Writing	PR		3
STA 2023	Elementary Statistics	GE, PR		3
XXXX	Select course from Natural Sciences area of AA General Education Requirements	GE, PR		3
ECO 2013	Principles of Economics I	PR		3
CGS 2542	Database Concepts for Microcomputers	PR		3
CGS 2512	Spreadsheet Concepts and Practices	PR		3
XXXX	Select General Education electives (the mathematics course completed in the associate degree should satisfy part of this requirement)*	GE, PR		10
ACG 2021	Financial Accounting	PR		4
ACG 2071	Managerial Accounting	PR		3
MAN 2021	Principles of Management	PR		3
MAR 1011	Principles of Marketing	PR		3
BUL 2131	Business Law I	PR		3
FIN 2000 Or FIN 2192	Principles of Finance Or Investments & Investment Strategies	PR		3
ADV 2000	Advertising	PR		4
XXXX	Select one major area elective course. Please consult with your Franklin University advisor for approval.	PR		4

Total Hours				50
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* Franklin University has a requirement that all students must meet Algebra Competency. This can be met in the following ways:

1. High School Level Algebra II (Must get C- or better)
 2. Transfer of Algebra Competency on Transfer Guide (Course will be listed)
 3. Taking MATH 150 with Franklin University
 4. Transferring in a higher level math, course must have an algebra pre-requisite for example, College Algebra, Calculus, or Trigonometry
- Please note that Statistics will not waive Algebra Competency

General Education Notes:

- Please review the Florida Community College Catalog for General Education Requirements (GER).
- CLAST (College Level Academic Skills Test): The CLAST is a graduation requirement for the associate in arts degree in the community college system of Florida. Passing all four subsets of the CLAST exam, or satisfying a CLAST exemption, is a requirement for meeting the associate of arts degree graduation requirement.
- The state university Foreign Language Requirement does not apply to students transferring to Franklin University.
- All General Education courses require a grade of “C” or above.
- Students may complete additional General Education courses at Franklin University, if above associate degree and bridge requirements have not been satisfied. Students must meet the FU General Education Requirements.

Prerequisite and Elective Notes:

- All prerequisite courses require a grade of “C” or above.
- A major prerequisite course may satisfy both FCCJ General Education Requirements and FU Major Prerequisites. Please review the General Education Requirements and talk with an advisor.
- Electives must have the appropriate AA (for AA degree students), AS (for AS degree students), or AAS (for AAS degree students) notation at the end of the course description in FCCJ catalog.

Other Notes:

- Students must complete the Information Literacy Assessment requirement prior to graduation from FCCJ.
- Qualified students will have completed an associate degree before transferring.
- If you do not plan to transfer to this specific transfer institution, please follow the Program of Study, as specified in the College Catalog.

Please check with a Florida Community College advisor or counselor for more information.

FCCJ: Open Campus, Learner Support Center: (904) 646-2300
Downtown Campus, Counseling and Advising Office: (904) 633-8212
Kent Campus, Counseling and Advising Office: (904) 381-3611
North Campus, Counseling and Advising Office: (904) 766-6700
South Campus, Counseling and Advising Office: (904) 646-2424
FU: Community College Alliance Office: (888) 341-6237

For a list of the courses that Florida Community College graduates will complete at the transfer institution, please see the chart below. Please visit the website of the transfer institution for more information about the program.

FRANKLIN UNIVERSITY CURRICULUM

Major Requirements

Professional Foundations

Course Number	Course Title	Semester Hours
PF 321^	Learning Strategies	2
PF 305	Global Cultures	4
Total Hours		6

Franklin University Major Area

Course Number	Course Title	Semester Hours
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Revised 11.22.06

MKTG 330	Marketing Behavior	4
MKTG 332	Marketing Research	4
MKTG 495	Integrated Marketing	4
Total Hours		12

Franklin University Major Area Electives (select two courses from the following list)

Course Number	Course Title	Semester Hours
MKTG 340	Internet Marketing	4
MKTG 430	Relationship Marketing	4
MKTG 450	Global Marketing	4
MKTG 460	E-Commerce	4
Total Hours		8

Franklin University Electives

Course Number	Course Title	Semester Hours
XXXX	Select an additional 14 semester hours from any Franklin University course offering at the 300 or 400 level	14
Total Hours		14

Total Franklin University Hours **40**

^ Students must complete PF 321 in order to activate their program.