

M A R K E T I N G

Transfer Guide for Penn State Harrisburg /Mercer County Community College

Mercer County Community College (MCCC) and Penn State Harrisburg (PSH) have established this transfer guide so that students have a clear idea about the course work that they should complete in order to best transfer into a Bachelor's Degree in Marketing at Penn State Harrisburg.

For a B.S. degree in Marketing, a minimum of 120 credits is required. At least 50 percent of the business credit hours required for the degree must be taken at Penn State Harrisburg. No more than 60 credits should be from business and business-related courses. All business courses should not be more than 10 years old.

This major is designed for students interested in careers involving sales, promotion, services, distribution, research, and planning for business and the public sector. The major provides students with key concepts and methods of analysis in marketing. It focuses on understanding customer needs, developing products or services, creating and implementing marketing plans, monitoring customer responses, and projecting marketing activities for the future.

The Marketing program at PSH is fully accredited by AACSB.

The evaluation of all other prior college work is done on an individual basis by the Admissions Office at Penn State Harrisburg. Students should work closely with their academic adviser at HCC and with Penn State Harrisburg for the most up-to-date information.

Apply online at <http://admissions.psu.edu/>

Admission Requirements:

1. Before transferring, MCCC students generally complete most of their first two years of college. A minimum of 18 credits *attempted* are required to be considered for transfer.
2. Students are also required to have a minimum **cumulative** grade point average of 2.0 (on a 4.0 scale). GPA's are recalculated to include all courses and grades, including all repeated courses, from all colleges/universities previously attended.
3. Students are required to have completed MAT 115, 116, 146, or 149 at MCCC OR trigonometry, pre-calculus, or calculus from high school.

Recommendations/Notes:

1. Students are encouraged to complete the MCCC equivalent of the Entrance-to-Major (ETM) course requirements; ENGL 015 GWS (3), MATH 110 GQ (4) or 140 GQ (4), ACCTG 211(4), STAT 200 GQ (4), and ECON 102 GS (3).
2. Although not required for transfer, students who graduated from high school in 2001 or later and have not completed the required two high school world language units (**same** world language), must fulfill this high school requirement by completing one semester of a college level world language. This class is considered a graduation requirement @ PSH and also counts toward graduation @ PSH.

<u>PSH COURSES</u>	<u>PSH Credits</u>	<u>MCCC COURSES</u>	<u>MCCC Credits</u>
ENGLISH COMPOSITION *ENGL 015 (GWS) ENGL 202 D (GWS)	3	[] ENG 101	3
SPEECH CAS 100 (GWS)	3	[] BUS 209	3
CALCULUS *MATH 110 (GQ) or 140 (GQ)	3	[] CMN 112	3
STATISTICS *STAT 200 (GQ)	4	[] MAT 149	4
INFORMATION SYSTEMS M I S 204	4	[] MAT 125 OR BUS 205	3
ECONOMICS * ECON 102 (GS) ECON 104 (GS)	3	[] IST 102	3
ACCOUNTING PRINCIPLES * ACCTG 211	3	[] ECO 112	3
LEGAL ENVIRONMENT OF BUSINESS BA 241	3	[] ECO 111	3
NATURAL SCIENCE (GN)	4	[] ACC 111	4
		[] ACC 112	4
	2	[] BUS 107	3
	3	[]	3
	3	[]	3
	3	[]	3
ARTS (GA)	3	[]	3
	3	[]	3
HUMANITIES (GH)	3	[]	3
	3	[]	3

SOCIAL SCIENCE (GS)	3	[]	3
HEALTH & PHYSICAL ACTIVITY (GHA)	1	[]	1
	1	[]	1
	1	[]	1
SUPPORTING BUSINESS COURSES	6	[] <u>200-level business courses at MCCC</u>	3
		[]	3
NON-BUSINESS ELECTIVES	8	<u>NON-Business Electives</u>	
		[]	3
		[]	3
		[]	2
<i>A detailed description of the complete program can be found at http://php.scripts.psu.edu/dept/iit/hbg/Programs/Undergraduate/Accounting.php</i>			

* Entrance-To-Major requirement (ETM)

> **NOTE: This transfer guide is subject to change at the discretion of Penn State Harrisburg and/or Mercer County Community College. Students should work closely with both institutions!**

> **Mercer County Community College students are strongly encouraged to complete three credits of United States (US) Cultures or International (IL) Cultures via the appropriate general education course before transferring to Penn State Harrisburg**