

Westmoreland County Community College's, Marketing AAS Seton Hill University's BS in Marketing					
Online. Flexible. Convenient.		3+1/Joint Degree			
Seton Hill Course					
MAJOR: 51 credits					
SBU100: Principles of Acctn I (3 cr)		Take ACC 155 at WCCC- Year 3			
BU101: Principles of Acctn II 3 cr)		will take through SHU			
ECO101 Principles of Microeconomics (3 cr)		will take through SHU			
ECO 102: Principles of Macroeconomics (3 cr)		ECN 255			
SCA 325: Business Communication (3cr)		will take through SHU			
DT 100: Intro to Data Analytics (3 cr)		BUS 278			
BU 204: Principles of Finance (3 cr)		FIN 220			
BU 220: Principles of Marketing (3 cr)		BUS 245			
SCA 195: Integrated Marketing Comm (3 cr)		will take through SHU			
BU 295: HR Management (3 cr)		will take through SHU			
BU 348: Consumer Behavior (3 cr)		MKT 251			
SCA 200: Social Media Strategy (3 cr)		BUS 188			
BU 315: International Marketing (3 cr)		will take through SHU			
BU 330: Professional Selling (3 cr)		BUS 240			
BU 457: Marketing Research (3 cr)		Will take through SHU			
BU 475: Marketing Strategy (3 cr)		Will take through SHU			
Capstone: Strategic Mgmt (3 cr)		Will take through SHU			
		24 major credits transfer; 27 through SHU			
		1/2 major is required through SHU			
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		see page 2 for liberal arts and electives			

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LIBERAL ARTS Core: 42 credits					
EL 107 English Comp & Culture II (3 cr)		ENG 161			
LA 200 Western Cultural Traditions I (3 cr)		Take HIS 155 at WCCC-Year 3			
LA 201 Western Cultural Traditions II (3 cr)		Take HIS 156 at WCCC-Year 3			
Language Study I & II (6 cr)		Take a lang at WCCC - Year 3			
Mathematics (3-4 cr)		Statistics TR in			
Science (3 cr)		Take 1 at WCCC: BIO 120, BIO 145, BIO 155, BIO 110 EPS 150-Year 3			
United States Culture (3 cr)		Take 1 at WCCC: ART 158, ENG 276, MUS 255, REL 181-Year 3			
Global Perspectives (3 cr)		completed. BU 315 satisfies global			
Artistic Expression (3 cr)		Take 1 at WCCC: ART 140, ART 162, ENG 165, MED 160 or MUS 155-YR 3			
Theology Elective (3 cr)		Will take through SHU			
Faith, Religion, and Society (3 cr)		Will take through SHU			
Philosophy Elective (3 cr)		Take 1 at WCCC: PHL 155, 160 or 161-Year 3			
Senior Integrative Seminar (3 cr)		Will take through SHU			
		Excel, BUS 140, BUS 120, BUS 158, ENG 163, ACC 165, BUS 205,			
ELECTIVES: 27 credits - electives met		SPC 155, MKT 252, MKT 254			
		120 Total Degree Credits			
Why Seton Hill?		84 credits transfer; 36 credits through SHU (12 classes)			
Lower, discounted tuition for WCCC transfers online - 40%					
NSLS Online Honor Society-potential for scholarships					
Other Financial Aid Available through FAFSA					
Online Degree Completion Available					
Access to Life-Time Career Services Support- 98% placement rate					
Military Friendly-Yellow Ribbon Partner					
Flexible Schedules, Personalized Advising					
Expert Faculty, Student Support start to finish					

To discuss transferring to Seton Hill University Online, contact the Online Studies Program at 724-838-4208

gadmit@setonhill.edu or visit www.setonhill.edu/obc

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