

Westmoreland County Community College's, Marketing AAS Seton Hill University's BS in Marketing					
Online.Relevant. Quality. Affordable.		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		
Add on:			Certificate in Ethics & Leadership with only 2 more courses. Organizational Leadership and 1 more ethics course.		

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LIBERAL ARTS Core: 42 credits					
EL 107 English Comp & Culture II (3 cr)		ENG 161			
Social Science Elective (3cr)		Take intro to Sociology-WCCC			
Diversity, Equity, Social Justice (3cr)		Take SOC 170-WCCC			
Language Study I & II (6 cr)		Take a lang at WCCC - Year 3			
Mathematics (3-4 cr)		BUS 244			
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			
Setonian Seminar (3 cr)		Will take through SHU			
		Excel, BUS 140, BUS 120, BUS 158, ENG 163, ACC 165, BUS 205, SPC 155, MKT 252, MKT 254			
ELECTIVES: 27 credits - electives met					
		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. Option to take on-campus classes.					
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			
Fall 2023.					