

MARKETING CURRICULUM TRANSFER GUIDELINE

	SCHOOL: Peirce College MAJOR: Business Administration (from CCP AAS in Marketing)
Community College Curriculum: Marketing Coordinator: Jenny Rink Phone: 215-751-8745 E-mail: jrink@ccp.edu Office: B2-3	Contact Person: Ed Weckerly, Admissions Phone: (215) 670-9213 Email: EJWeckerly@peirce.edu Web Address: www.peirce.edu

General Information: This guide outlines an agreement between CCP and Peirce. Students who earn an AAS in Marketing from CCP transfer to the Business Administration-Marketing Concentration at Peirce with junior standing. Only courses with grades of 'C' or higher transfer. Students are also eligible for a dual admissions agreement. The dual admissions agreement guarantees Peirce scholarship money to holders of the associate degree who have earned at least a 2.5 cumulative GPA. Dual admissions students work with personnel from CCP and Peirce to create an individualized educational plan. They are also allowed access to Peirce facilities such as the library and computer labs and are invited to Peirce special events. Students must sign a Letter of Intent form no later than the completion of 30 credits. For more information, visit the dual admissions page on the CCP web site and/or contact the Educational Support Services Division of CCP in room W1-1, 215-751-8025. Students do not have to be in the dual admissions program to take advantage of the program-to-program agreement.

COMMUNITY COLLEGE OF PHILADELPHIA - Marketing Curriculum	PEIRCE REQUIREMENTS
MNGT 121	Mgt 101 Intro to Business Systems
MNGT 111	Math/Science Core
ECON 181-182	ECO 101-102 Macro and Microeconomics
MKTG 135	MKTG 203 Retail Management
MGTG 131	MKT 101 Intro to Marketing
ACCT 101	ACC 101 Accounting Principles I
MNGT 142	MIS Elective (Substitute for required BIS 101)
MKTG 232	MKT 204 Advertising Principles
ECON 112	Math/Science Core
MNGT 141	MGT 210 Applied Management Concepts
ENGL 101-102	ENG 101 English Composition and English/Communications Core
Two courses from PHYS 105, CHEM 101, BIOL 106, STS 101, MATH 161 or higher level math.	Math/Science Core
Social Science Elective – Once course from HIST 102, 103, 122	Social Science Core
MNGT 262	LAW 103 Business Law
MKTG 237	MKT 201 Sales
Business Elective – FIN 191	FIN 201 Intro to Finance
	Upon transfer to Peirce, the following courses are needed to complete the bachelor degree:
	BIS 101 Intro to Word Proc & Internet 3
	HUM/HIS Humanities/History Core 9
	ACC 102 Accounting Principles II 3
	GEN ED General Education Core 6
	MKT 202 Consumer Behavior 3
	MGT 303 Human Resource Management 3
	MAT 210 Applied Management Concepts 3

	ENG/COM English/Communications Core	3
	MGT 305 Concepts in Leadership	3
	MGT 402 Business Ethics	3
	MKT 401 Marketing Management	3
	FIN 401 Financial Analysis	3
	MGT 403 Organizational Dynamics	3
	MGT 404 Operations Management	3
	MKT 301 Marketing Research	3
	MKT 305 International Marketing	3
	MKT 303 Marketing for Hospitality, Travel & Tourism	3
	MGT 405 Strategic Management	3
	MGT 406 Capstone Project/Marketing	3
	Total	66*
	*Peirce College requires 120 credits to complete the degree requirements for this program.	
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