

MARKETING CURRICULUM TRANSFER AGREEMENT GUIDELINE

	SCHOOL: Peirce College MAJOR: Business Administration with concentration in Marketing (with CCP A.A.S. in Marketing)
Community College Curriculum: Marketing Coordinator: Maurice Sampson Phone: 215-751-8789 E-mail: msampson@ccp.edu Office: B2-22	Peirce College Contact Person: Marie Gould, Ph.D. Phone: 215-670-9157 Email: mgould@peirce.edu Web Address: www.peirce.edu

General Information: An agreement exists between Community College of Philadelphia and Peirce College. A student who earns an AAS in Marketing from CCP transfers with junior standing to Peirce's Business Administration with concentration in Marketing BS degree. A grade of at least 'C' must be earned for courses to transfer. A one-time scholarship of \$1,500 is awarded to each student. Students who enroll in Peirce's **dual admissions** program will receive additional scholarship money if at least a 3.0 GPA is earned at CCP. Full-time students who earn a 3.0 to 3.19 will receive \$1,500, 3.2-3.49 will receive \$2,000, 3.5-4.0 will receive \$3,000. Students who attend part-time receive half the amount of the full-time awards. See more information about dual admissions at www.ccp.edu/prospective/transfer_agreements. **Note: This guide is based on CCP degree requirements for students who entered the Marketing curriculum through summer 2009. Students who enter the curriculum fall 2009 or after should consult Marketing curriculum advisors about curriculum changes.**

COMMUNITY COLLEGE OF PHILADELPHIA	PEIRCE'S REQUIREMENTS
Marketing Curriculum	
ACCT 101-102 (ACCT 102 not required for MKTG curriculum, but recommended as an extra course)	ACCT 101-102, Accounting Principles, I, II
ECON 181-182	ECO 101-102, Microeconomics and Macroeconomics
MNGT 262	LAW 103 – Business Law
Business Elective – MNGT 247	HRM 301 – Human Resource Management
MNGT 121	BUS 100 - Introduction to Business
ENGL 101-102	ENG 101 – English Composition and ENG 202 – Introduction to Literature
Social Science Elective (2)	Social Science Core (2)
MNGT 111	MAT CORE
MNGT 142	No credit
MKTG 131	MKT 101 – Introduction to Marketing
MKTG 232	MKT 204 – Advertising
ECON 112	MAT 109 – Business Statistics I
MNGT 141	MGT 210 – Applied Management Concepts
MKTG 135	No credit
PHY 105, CHEM 101, BIO 106, EASC 111(2 of these courses)	SCI CORE (2)
MKTG 237	MKT 201- Selling Strategies

**Requirements for a Bachelor's Degree in Business Administration,
Concentration in Marketing at Peirce College**

Peirce College Course		Credits
PRC101	Peirce College Orientation	1
BIS 101	Introduction to Word Processing and the Internet	3
GEN ED CORE*	General Education Core	3
MKT 202	Consumer Behavior	3
FIN 201	Introduction to Finance	3
MKT 208	Internet Marketing	3
MAT 210	Business Statistics II	3
ENG/COM CORE*	English/Communication Core	3
MGT305	Concepts in Leadership	3
MGT304	Business Ethics	3
3 HUM HIS CORE*	Humanities/History Course	9
MKT401	Marketing Management	3
FIN401	Financial Analysis	3
MGT306	Organizational Dynamics	3
MGT404	Operations Management	3
MKT 301	Marketing Research	3
MKT 305	International Marketing	3
BUS450	Policy and Strategy Formulation	3
MKT425	Special Topics – Marketing	3
MKT308 or CWE 305 A3	Customer Relationship Management or Co-op	3
Credits Remaining in a Bachelor's Degree		64

*General Education Requirements can be fulfilled at CCP. Students can transfer up to 90 credits to Peirce.