

Southern New Hampshire University

AS in Marketing for (MC) Mass Communication

Degree Requirements				Military Credit Earned						CLEP / DANTES**	Notes	
				E3	E4	E5	E6	E7	E8			E9
Major Requirements				(51)								
ENG	120	College Composition I	3								CLEP	EN023B
ENG	121	College Composition II	3									EN025B
COM	212	Public Speaking	3									CM001B
IT	100	Introduction to Information Tech	3								CLEP/DANTES	CS001B
MAT	130	Applied Finite Mathematics	3									
MAT	220	Statistics	3									MH053B
ECO	201	Microeconomics	3								CLEP	EC009B
ECO	202	Macroeconomics	3								CLEP	EC008B
ACC	201	Financial Accounting	3								CLEP	
ACC	202	Managerial Accounting	3									
MKT	113	Introduction to Marketing	3								CLEP/DANTES	BU005B
MKT	222	Principles of Retailing	3								DANTES	
MKT/A	329	Principles of Advertising	3								DANTES	BU048B
MKT	337	Marketing Research	3								CLEP	BU053B
MKT	345	Consumer Behavior	3									
MKT320 or MKT	335	Sales Mgmt/Prof Selling	3									MG402B
OL	125	Human Relations in Administration	3									PS101B
Free Elective				(9)								
COM	232	Desktop Publishing	3		2	2	2	2	2	2		EN032A
COM	227	Public Relations	3			3	3	3	3	3		
MIL	Elective	Recruit Training	3	3	3	3	3	3	3	3		
Totals:			60	3	5	8	8	8	8	8		
Please note:												
-Residency Requirement: 5 courses with SNHU; 2.0 GPA to graduate												
-CLEP/DANTES exams must receive an ACE recommended passing score. Please confirm with advisor before taking the exam.												
-One Course within degree program must be identified as Global Markers (See Catalog)												