

# Transfer Guide between Arizona Western College and Grand Canyon University



## Associate in Arts – Bachelor of Science in Marketing and Advertising

General Education requirements, excluding University Foundations and Christian Worldview, will be considered fulfilled in the event a student has completed one of the following Associate degrees:

- Associate of Arts (AA)
- Associate of Science (AS)
- Associate in Business (ABUS)
- Associate General Education Curriculum (AGEC – A, B or S)

In the event a student has not earned one of the aforementioned Associate level degrees, all general education coursework will be required to complete GCU's Baccalaureate degree.

The following table outlines the requirements needed to receive an Associate in Arts from Arizona Western College. Within the tables below are preferred courses from Arizona Western College that are applicable towards Grand Canyon University's transfer-oriented Bachelor of Arts degree programs. The General Education courses outlined below are not course to course equivalencies, however they will fulfill the requirements for each competency. If the General Education GCU course has a (+) symbol, it indicates that the transferring course must be a direct course equivalency. All Program Major Transferrable Courses must be a direct course equivalency.

Arizona Western College – Associate in Arts (AA)	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
<b>General Education Requirements</b>			
<b>Effective Communication (9 - 12 Credits)</b>			
ENG-101: Freshman Composition I	3	+ ENG-105: English Composition	3
ENG-102: Freshman Composition II	3	Effective Communication	3
		Effective Communication	
<b>Critical Thinking (11 – 12 Credits)</b>			
MAT-142: College Mathematics with Applications	3	+ MAT-144: College Mathematics	3
<b>Physical and Biological Sciences</b>	4	Critical Thinking	4
<b>Physical and Biological Sciences</b>	4	Critical Thinking	4
<b>Global Awareness (6 - 8 Credits)</b>			
<b>Social and Behavioral Sciences</b>	3	Global Awareness	3
<b>Social and Behavioral Sciences</b>	3	Global Awareness	3
<b>Additional Arizona Western College Requirements</b>			
<b>Arts/Humanities</b> – Select at least one course from the Arts list and one course from the Humanities list	6	Elective Credit	6
<b>Additional Credits</b> – Select one Cultural [C] course and one Global [G] or Historical [H] course	6	Elective Credit	6

## Transfer Guide between Arizona Western College and Grand Canyon University



Arizona Western College– Associate in Arts (AA)	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
<b>Elective Credits</b> – Create a block of credits with two courses meeting the writing intensive (WI) requirement (to meet the required 64 credit program minimum)	29	Select a minimum of 29 credits (to optimize transfer to GCU major, reference “Program Major” table for applicable coursework)	29
<b>Bachelor of Science in Marketing and Advertising: Program Major Transferrable Courses</b>			
CIS-105: Introduction to Business Information System	3	BIT-200: Introduction to Computer Technology	3
ACC-100: Introduction to Accounting	3	ACC-240: Fundamentals of Accounting	3
MKT-110: Principles of Marketing	3	^ MKT-315: Introduction to Marketing	3
BUA-220: Legal Environment of Business	3	^ BUS-340: Ethical and Legal Issues in Business	3
MAT-270: Applied Statistics <b>OR</b> QBA-211: Quantitative Analysis	3 - 4	^ BUS-352: Business Statistics	3 - 4
ECN-100: Introduction to Economics	3	^ ECN-351: Essentials of Economics	3

Credits completed at Arizona Western College may exceed 64 if students choose to take all courses listed above.

<b>Total Credit Hours Needed to Complete Associate of Arts at Arizona Western College</b>	<b>64 Credits</b>
---	-------------------

All students must meet 36 Upper Division credit requirement, as well as 30 GCU credits to meet residency requirement. Students must meet Upper Division credit requirement even if content of an Upper Division course requirement is met with a Lower Division course.

<b>Symbol Key</b>	
+	Symbol indicates the Arizona Western College course must meet specific content requirements (or higher) in order to fulfill GCU’s course.
^	Symbol indicates the Arizona Western College course meets the content requirement but does not fulfill GCU’s upper division requirements.

## Transfer Guide between Arizona Western College and Grand Canyon University



Course #	Bachelor of Science	Semester Credits
<b>Non-transferable GCU General Education: 8 Credits</b>		
UNV-303	University Success	4
CWV-301	Christian Worldview	4
<b>Bachelor of Science in Marketing and Advertising: Program Major</b>		
MKT-345	Buyer and Consumer Behavior	4
MKT-415	Promotion and Advertising	4
MGT-420	Organizational Behavior and Management	4
MGT-455	Production/Operations Management	4
FIN-350	Fundamentals of Business Finance	4
MKT-445	Marketing Research and Reporting	4
MKT-450	Marketing Management	4
MKT-462	Digital Marketing and Advertising	4
BUS-485	Strategic Management	4
Total Credit Hours Needed to Complete an Associate in Arts – Arizona Western College		64 Credits
Credits Completed at Grand Canyon University		56 Credits
Credits completed at Grand Canyon University may fluctuate contingent upon coursework successfully completed at the transferring institution. Courses are not listed twice on the transfer guide, so any courses not completed at the transferring institution will still be required as part of the GCU program. Students are required to complete a minimum of 120 credits to earn the Bachelor of Science degree. If the student completes additional courses at the transferring institution, credits may not apply to their GCU program.		
Remaining open elective credits needed to earn Bachelor of Science degree at Grand Canyon University varies based on program major requirements.		
<b>Total Credit Hours Needed to Complete Bachelor of Science in Marketing and Advertising at Grand Canyon University</b>		<b>120 Credits</b>

For additional graduation requirements, please see the <https://www.gcu.edu/sites/default/files/media/Documents/Academic-Catalog/University-Policy-Handbook.pdf>. Students with transfer credit that applies to this program will shorten the time to completion from that stated on this transfer guide. Please contact your Counselor for more information. <https://www.gcu.edu/sites/default/files/media/Documents/Academic-Catalog/University-Policy-Handbook.pdf>

Effective 2019