

Transfer Guide between Coconino Community 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: General Studies from Coconino Community College. Within the tables below are preferred courses from Coconino Community College that are applicable towards Grand Canyon University's transfer-oriented Bachelor of Science 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.

Coconino Community College Associate in Arts: General Studies (AA)	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
General Education Requirements			
Effective Communication (9 - 12 Credits)			
ENG-101: College Composition I	3	+ ENG-105: English Composition	3
ENG-102: College Composition II	3	Effective Communication	3
AGEC Coursework – to complete 35 credits SPC-100: Fundamentals of Speech Communication	3	Effective Communication	3
Critical Thinking (11 – 12 Credits)			
MAT-142: College Mathematics	3	+ MAT-144: College Mathematics	3
Physical / Biological Sciences	4	Critical Thinking	4
Physical / Biological Sciences	4	Critical Thinking	4
Global Awareness (6 - 8 Credits)			
Social / Behavioral Sciences	3	Global Awareness	3
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Additional Coconino Community College Requirements			
AGEC Coursework - to complete 35 credits	3	Elective Credit	3

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Coconino Community College Associate in Arts: General Studies (AA)	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
Arts / Humanities	6	Elective Credit	6
Degree Core Requirements	25	Select a minimum of 25 credits (to optimize transfer to GCU major, reference “Program Major” table for applicable coursework)	25
Bachelor of Science in Marketing and Advertising: Program Major Transferrable Courses			
CIS-120: Introduction to Computer Systems	3	BIT-200: Introduction to Computer Technology	3
ACC-108: Practical Accounting Procedures I AND ACC-111: Practical Accounting Procedures II	6	ACC-240: Fundamentals of Accounting	6
BUS-207: Principles of Marketing	3	^ MKT-315: Introduction to Marketing	3
BUS-214: Legal, Ethical & Regulatory Issues in Business	3	^ BUS-340: Ethical and Legal Issues in Business	3
BUS-232: Business Statistics & Analysis OR MAT-160: Introduction to Statistics	3	^ BUS-352: Business Statistics	3
BUS-216: Principles of Business Finance	3	^ FIN-350: Fundamentals of Business Finance	3

Credits completed at Coconino Community College may exceed 60 if students choose to take all courses listed above.

Total Credit Hours Needed to Complete Associate of Arts: General Studies at Coconino Community College	60 Credits
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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.

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

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Course #	Bachelor of Science	Semester Credits
Non-transferable GCU General Education: 8 Credits		
UNV-303	University Success	4
CWV-301	Christian Worldview	4
Bachelor of Science in Marketing and Advertising: Program Major		
MKT-345	Buyer and Consumer Behavior	4
MKT-415	Promotion and Advertising	4
MGT-420	Organizational Behavior and Management	4
ECN-351	Essentials of Economics	4
MGT-455	Production/Operations Management	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: General Studies – Coconino Community College		60 Credits
Credits Completed at Grand Canyon University		60 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.		
Total Credit Hours Needed to Complete Bachelor of Science in Marketing and Advertising at Grand Canyon University		120 Credits

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