

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



Associate in Applied Science in Marketing and Sales – 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)

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 Applied Science in Marketing and Sales from Maricopa Community College. Within the tables below are preferred courses from Maricopa 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.

Maricopa Community Colleges – Associate in Applied Science in Marketing and Sales	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: First-Year Composition OR ENG-107: First-Year Composition for ESL	3	+ ENG-105: English Composition	3
ENG-102: First Year Composition OR ENG-108: First-Year Composition for ESL	3	Effective Communication	3
COM-100: Introduction to Human Communication	3	Effective Communication	3
Critical Thinking (11 – 12 Credits)			
MAT-140/141/142/145/146: College Mathematics OR higher [MA] approved course	3 - 5	+ MAT-144: College Mathematics	3 - 5
Natural Sciences – Select one [SQ] course or one [SG] course with lab	4	Critical Thinking	4
		Critical Thinking	
Global Awareness (6 - 8 Credits)			
Social and Behavioral Sciences [SB]	3	Global Awareness	3
Humanities and Fine Arts [HU]	3	Global Awareness	3
Additional Maricopa Community Colleges Requirements			
GBS-151: Introduction to Business	3	Elective Credit	3
MKT-110: Marketing and Social Networking	3	Elective Credit	3
ACC-111: Accounting Principles I	3	Elective Credit	3

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



Maricopa Community Colleges – Associate in Applied Science in Marketing and Sales	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
MKT-263: Advertising Principles	3	Elective Credit	3
MKT-267: Principles of Sales	3	Elective Credit	3
Restricted Electives	15	Elective Credit	15
GBS-120: Workplace Communication Skills OR GBS-233: Business Communication	3	Does Not Apply to Program	
CRE-101: College Critical Reading/Thinking OR Equivalent by assessment	0 - 3	Does Not Apply to Program	
Bachelor of Science in Marketing and Advertising: Program Major Transferrable Courses			
CIS-105: Survey of Computer Information Systems	3	BIT-200: Introduction to Computer Technology	3
MKT-271: Principles of Marketing	3	^ MKT-315: Introduction to Marketing	3
Total Credit Hours Needed to Complete Associate in Applied Science in Marketing and Sales at MCCC			61 - 66 Credits
Total Semester Credit Hours applied to Bachelor of Science in Marketing and Advertising at Grand Canyon University			60 Credits

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 MCCC course must meet specific content requirements (or higher) in order to fulfill GCU's course.
^	Symbol indicates the MCCC course meets the content requirement but does not fulfill GCU's upper division requirements.

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



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		
ACC-240	Fundamentals of Accounting	4
BUS-340	Ethical and Legal Issues in Business	4
MKT-345	Buyer and Consumer Behavior	4
BUS-352	Business Statistics	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
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 Applied Science in Marketing and Sales at Maricopa Community Colleges	61 - 66 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 Marketing and Advertising at Grand Canyon University	120 Credits
---	--------------------

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

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