

# Transfer Guide between Pima 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 from Pima Community Colleges. Within the tables below are preferred courses from Pima Community Colleges 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.

Pima Community Colleges – 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>			
WRT-101: English Composition I <b>OR</b> WRT-107: English Composition I for Non-Native Speakers of English	3	+ ENG-105: English Composition	3
WRT-102: English Composition II <b>OR</b> WRT-108: English Composition II for Non-Native Speakers of English	3	Effective Communication	3
<b>Second Language</b> – Completion of a Language course numbered 202, fourth semester level	3	Effective Communication	3
<b>Critical Thinking (11 – 12 Credits)</b>			
MAT-141/142: College Mathematics	3 - 4	+ MAT-144: College Mathematics	3 - 4
<b>Biological and Physical Sciences</b>	8	Critical Thinking	8
<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 Pima Community College Requirements</b>			
<b>Humanities and Fine Arts</b>	6	Elective Credit	6

# Transfer Guide between Pima Community College and Grand Canyon University



Pima Community Colleges – Associate in Arts (AA)	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
STU-100: College Success and Career Planning <b>OR</b> STU-107: University Transfer Preparation	1	Elective Credit	1
STU-210: University Transfer Strategies	2	Elective Credit	2
<b>Second Language</b> – Completion of a Language course numbered 202, fourth semester level	13	Elective Credit	13
<b>Transfer Elective</b> – Select 12 Credits of Transferrable Electives so the total for this Degree are 60 - 64	12	Select a minimum of 12 credits (to optimize transfer to GCU major, reference “Program Major” table for applicable coursework)	12
<b>Bachelor of Science in Marketing and Advertising: Program Major Transferrable Courses</b>			
MKT-111: Principles of Marketing	3	^ MKT-315: Introduction to Marketing	3
BUS-220: Legal Environment of Business	3	^ BUS-340: Ethical and Legal Issues in business	3
FIN-200: Business Finance	3	^ FIN-350: Fundamentals of Business Finance	3
MAT-167: Introductory Statistics <b>OR</b> BUS-205: Statistical Methods in Economics & Business <b>OR</b> BUS-277: Analytical Methods in Business	3 - 4	^ BUS-352: Business Statistics	3 - 4
MKT-200: Advertising	3	^ MKT-415: Promotion and Advertising	3
MGT-280: Business Organization and Management	3	^ MGT-420: Organizational Behavior and Management	3
Credits completed at Pima Community College may exceed 60 if students choose to take all courses listed above.			

<b>Total Credit Hours Needed to Complete Associate of Arts at Pima Community College</b>	<b>60 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.

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

## Transfer Guide between Pima Community 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>		
BIT-200	Introduction to Computer Technology	4
ACC-240	Fundamentals of Accounting	4
MKT-345	Buyer and Consumer Behavior	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 – Pima Community College	60 Credits
Credits Completed at Grand Canyon University	53 - 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.	
<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