

Transfer Guide between Central Arizona 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 Central Arizona College. Within the tables below are preferred courses from Central Arizona 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.

Central Arizona College – Associate in Arts (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: English Composition I	3	+ ENG-105: English Composition	3
ENG-102: English Composition II	3	Effective Communication	3
Oral Communications	3	Effective Communication	3
Critical Thinking (11 – 12 Credits)			
MAT-141: College Mathematics	4	+ MAT-144: College Mathematics	4
Biological and Physical Lab Sciences – Select courses with a lab component	4	Critical Thinking	4
Biological and Physical Lab Sciences – Select courses with a lab component	4	Critical Thinking	4
Global Awareness (6 - 8 Credits)			
Social and Behavioral Sciences – Select courses from at least two different disciplines	6	Global Awareness	6
Additional Central Arizona College Requirements			
Social and Behavioral Sciences – Select courses from at least two different disciplines	3	Elective Credit	3
Arts and Humanities – Select at least one course from Arts and one course from Humanities	6	Elective Credit	6

Transfer Guide between Central Arizona College and Grand Canyon University



Central Arizona College – Associate in Arts (AA)	Credits	Grand Canyon University – Bachelor of Science in Marketing and Advertising	GCU Applied Semester Credits
Computer Competency – Select one of the following courses: <ul style="list-style-type: none"> - AGB-124: Microcomputers in Agriculture - CIS-120: Survey of Computer Information Systems - EGR-102: Introduction to Engineering - EIT-151: Digital Audio Workstation - MSC-122: Introduction to Web Design 	3	Elective Credit	3
Major Common Courses & Transferable Electives – To meet the required 60 credit program minimum	21	Select a minimum of 21 credits (to optimize transfer to GCU major, reference “Program Major” table for applicable coursework)	21
Bachelor of Science in Marketing and Advertising: Program Major Transferrable Courses			
CIS-113: E-Commerce and Social Media	3	BIT-200: Introduction to Computer Technology	3
ACC-100: Fundamentals of Accounting	3	ACC-240: Fundamentals of Accounting	3
BUS-180: Introduction to Marketing	3	^ MKT-315: Introduction to Marketing	3
BUS-201: Legal Environment of Business	3	^ BUS-340: Ethical and Legal Issues in Business	3
ECN-200: Contemporary Economic Issues	3	^ ECN-351: Essentials of Economics	3
BUS-208: Business Statistics OR MAT-162: Applied Statistics	3	^ BUS-352: Business Statistics	3
Credits completed at Central Arizona College may exceed 60 if students choose to take all courses listed above.			

Total Credit Hours Needed to Complete Associate of Arts at Central Arizona College	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 Central Arizona College course must meet specific content requirements (or higher) in order to fulfill GCU’s course.
^	Symbol indicates the Central Arizona College course meets the content requirement but does not fulfill GCU’s upper division requirements.

Transfer Guide between Central Arizona College 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		
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 – Central Arizona 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