

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



Associate of Applied Science in Public Relations – Glendale Community College- Academic Plan Code: 3674

To:

**Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design-
Grand Canyon University**

The following table outlines the requirements needed to receive an Associate of Applied Science in Public Relations from Maricopa Community Colleges. Within the table we have identified preferred courses from Maricopa Community Colleges that will be applicable towards Grand Canyon University's Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design. The following will be used in evaluating official transcripts.

Maricopa Community Colleges – Associate of Applied Science in Public Relations	Credits	Grand Canyon University – Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design	GCU Applied Semester Credits
General Education Requirements: 22-27 credits			
ENG101: First-Year Composition OR ENG107: First-Year Composition for ESL (Prerequisite placement must be met)	3	ENG-105: English Composition I	3
ENG102: First-Year Composition OR ENG108: First-Year Composition for ESL	3	ENG-106: English Composition II	3
CRE101: College Critical Reading OR Equivalent by assessment	0-3	General Elective	0-3
COM100: Introduction to Human Communication (required by GCU)	3	COM-100: Fundamentals of Communications	3
MAT140/141/142: College Mathematics (required by GCU)	3-5	MAT-144: College Mathematics	3-5
Humanities, Arts & Design – Select from approved AAS general education course list: https://asa.maricopa.edu/sites/default/files/AAS_GE.pdf .	3	General Education: Global Awareness, Perspectives, and Ethics (See MCCCDC-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	3
Social-Behavioral Sciences – Select SB course from approved AAS general education course list: https://asa.maricopa.edu/sites/default/files/AAS_GE.pdf .	3	General Education: Global Awareness, Perspectives, and Ethics (See MCCCDC-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	3
Natural Sciences-Select from approved AAS general education course list: https://asa.maricopa.edu/sites/default/files/AAS_GE.pdf .	4	General Education: Critical Thinking(See MCCCDC- GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	4
Required Courses: 39 credits			
BPC110: Computer Usage and Applications OR CIS105: Survey of Computer Information Systems	3	General Elective	3
GBS/JRN238: Business Journalism	3	General Elective	3
GBS151: Introduction to Business	3	General Elective	3
JRN201: Newswriting	3	General Education: Effective Communication (See MCCCDC-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	3

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Maricopa Community Colleges – Associate of Applied Science in Public Relations	Credits	Grand Canyon University – Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design	GCU Applied Semester Credits
JRN215: News Production	3	General Education: Effective Communication (See MCCCDCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	3
JRN225: Photojournalism	3	General Elective	3
JRN125: Photo Edition OR CIS-120DF: Adobe Photoshop Level I: Digital Imaging	3	General Elective	3
JRN234: Feature Writing OR ENG235: Magazine Article Writing	3	General Education: Effective Communication (See MCCCDCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	3
JRN-235: Practicum: Public Relations	3	General Elective	3
MCO120: Media and Society	3	COM-126: Communications and the Media	3
MCO220: Cultural Diversity and the Media	3	General Education: Global Awareness	3
MKT101: Introduction to Public Relations OR MKT110: Marketing and Social Networking	3	COM-311: Principles of Public Relations or General Elective	3
MKT263: Advertising Principles	3	MKT-415: Promotion and Advertising	3
Restricted Electives: 3 credits			
Choose from GBS110, MGT251, GBS233, JRN236	3	General Education or Elective (See MCCCDCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php)	3
Recommended Electives: 12 credits			
ART190: Art of Website Design	3	DDN-300: Web Design I	3
ADA/ART169: Two-Dimensional Computer Design	3	DDN-110: Design Fundamentals	3
MKT271: Principles of Marketing	3	MKT-245: Principles of Marketing	3
ART192: Advanced Web Presentation Design	3	DDN-350: Web Design II	3
Minimum Number of Credits Required for Associate of Applied Science in Public Relations at Maricopa Community Colleges			60
Total Credits Applied Towards Grand Canyon University's Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design			68

The following table outlines the remaining courses required to fulfill Bachelor of Science in Elementary Education program requirements at Grand Canyon University:

Course #	Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design	Semester Credits
General Education Remaining: 8 credits		
UNV-303*	University Success	4
CWV-301	Christian Worldview	4
Program Major Remaining: 44 credits		
ADV-110	Fundamentals of Advertising	4
ADV-250	Advanced Design Fundamentals	4
ADV-260	Advertising Copywriting	4
MKT-345	Buyer and Consumer Behavior	4
ADV-350	Digital Advertising Communication	4
ADV-340	Media Law and Ethics	4

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Course #	Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design	Semester Credits
ADV-355	Image Creation	4
ADV-370	Design Agency I	4
ADV-455	Design Agency 2	4
ADV-470	Design Agency 3	4
DDN-475	Advanced Design Practicum	4
Total Credits Completed at Grand Canyon University		52

Transfer Credits from the Associate of Applied Science in Public Relations – Maricopa Community Colleges	68 semester credits
Remaining Credits Required at Grand Canyon University	52 semester credits

Total Credit Hours Needed to Complete Bachelor of Arts in Advertising and Public Relations with an Emphasis in Advertising Design at Grand Canyon University	120 credits
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*Traditional campus students who have transferred in a minimum of 24 college level credits and have a 3.0 GPA or higher can waive the University Foundations course, UNV-303. For additional graduation requirements, please see the <http://www.gcu.edu/Policy-Handbook.php>.
 To obtain a baccalaureate degree at Grand Canyon University (GCU), a student must earn a minimum of 36 semester credits in upper division (300 or above) courses.
 A minimum of 120 credits are required for completion of this program of study. If taking one course at a time, this program will take on average 48 months at GCU. 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 Academic Advisor for more information.
 All Grand Canyon University programs follow a Program of Study, which can be changed by the University at any time. All Programs of Study are subject to the terms, conditions, and policies outlined in the University's enrollment application and the <http://www.gcu.edu/Policy-Handbook.php>.

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