

Appendix C: Transfer Guide  
between  
McKinley College  
and  
Grand Canyon University

**Associate of Applied Science in Marketing – Bachelor of Science in Marketing**

The following table outlines the requirements needed to receive an Associate of Applied Science in Marketing from McKinley College. Within the table we have identified preferred courses from McKinley College that will be applicable towards Grand Canyon University’s Bachelor of Science in Marketing. The following will be used in evaluating official transcripts.

<b>McKinley College – Associate of Applied Science in Marketing</b>	<b>Credits</b>	<b>Grand Canyon University – Bachelor of Science in Marketing</b>	<b>GCU Applied Semester Credits</b>
AC101: Introduction to Accounting I	3	ACC-250: Financial Accounting	3
BS100: Business Fundamentals	3	General Elective	3
BS120: Introduction to Management	3	MGT-240: Introduction to Management	3
BS140: The Economics of Business	4	ECN-220: Introduction to Economics	4
BS160: Marketing Principles	3	MKT-245: Principles of Marketing	3
BS200: Business Law and Ethics	3	BUS-340: Ethical and Legal Issues in Business	3
CS100: Computer Applications XP/Office® 2003 <b>OR</b> CS101: Computer Applications Vista/Office® 2007	3	General Elective	3
EN101: English Composition 101 <b>OR</b> EN110: Business Communications	3	ENG-105: English Composition I <b>OR</b> General Education: Effective Communication	3
EN220: Technical Writing	3	General Education: Effective Communication	3
GE102: Online Success Strategies	1	General Elective	1
GE200: Career Development Strategies	2	General Elective	2
MH101: Applied Business Math	3	General Education: Critical Thinking	3
MK120: Consumer Behavior	3	MKT-345: Buyer and Consumer Behavior	3
MK160: Principles of Advertising	3	MKT-415: Promotion and Advertising	3
MK200: Principles of Sales	3	General Elective	3
MK210: Marketing Strategy	3	MKT-450: Marketing Management	3
MK220: Retail Management	3	General Elective	3
MK240: Merchandise Planning and Control	3	General Elective	3
MK260: Marketing Research	3	MKT-445: Marketing Research and Reporting	3
MK280: Strategic Internet Marketing	3	General Elective	3
MK299: Marketing Practicum	2	General Elective	2
PY110: Workplace Psychology	3	General Education: Global Awareness, Perspectives, and Ethics	3
<b>Minimum Number of Credits Required for A.A.S. in Marketing at McKinley College</b>			<b>63</b>
<b>Total Credits Applied Towards Grand Canyon University’s Bachelor of Science in Marketing</b>			<b>63</b>

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

<b>Course #</b>	<b>Bachelor of Science in Marketing</b>	<b>Semester Credits</b>
<b>General Education</b>		
UNV-103	University Success	4
CWV-101	Christian Worldview	4
MAT-134	Applications of Algebra	4
<b>Program Major</b>		
ACC-350	Managerial Accounting	4
MGT-420	Organizational Behavior and Management	4
BUS-352	Business Statistics	4
FIN-350	Fundamentals of Business Finance	4
MGT-455	Productions / Operations Management	4
BUS-485	Strategic Management	4
	Elective credits if needed to reach 120 credit minimum for BS degree	21
<b>Total Credits Completed at Grand Canyon University</b>		<b>57</b>
Transfer Credits from the Associate of Applied Science in Marketing – McKinley College		63 semester credits
Remaining Credits Required at Grand Canyon University		57 semester credits
<b>Total Credit Hours Needed to Complete Bachelor of Science in Marketing at Grand Canyon University</b>		<b>120 credits</b>

\*To obtain a baccalaureate degree at Grand Canyon University, a student must earn a minimum of 36 semester credits in upper division (300 or above) courses.