

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



Associate of Business-General Requirements (ABUS-GR/SR) – Bachelor of Science in Marketing & Advertising

The following table outlines the requirements needed to receive an Associate of Business-General Requirements (ABUS-GR/SR) 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 Science in Marketing & Advertising. The following will be used in evaluating official transcripts.

| Maricopa Community Colleges – Associate of Business-General Requirements (ABUS-GR/SR) | Credits | Grand Canyon University – Bachelor of Science in Marketing & Advertising | GCU Applied Semester Credits |
|--|---------|--|------------------------------------|
| General Education Requirements: 35 credits | | | |
| ENG101: First-Year Composition OR ENG107: First-Year Composition for ESL <i>(Prerequisite placement must be met)</i> | 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 |
| MAT212: Brief Calculus OR higher Mathematical Studies course <i>(Prerequisite placement must be met)</i> | 3 | MAT-251: Brief Calculus OR General Education: Critical Thinking - Math <i>(See MAT Course Equivalency Guide)</i> | 3 |
| Literacy & Critical Inquiry - Select one course. See aztransfer.com/mccd_matrix for approved course lists. NOTE: Both COM225 – Public Speaking and/or CRE101 – Critical College Reading fulfill Literacy & Critical Inquiry [L] requirement. | 3 | General Education: Effective Communication OR General Education: Global Awareness, Perspectives, and Ethics (See MCCCCD-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php) | 3 |
| CIS105: Survey of Computer Information Systems | 3 | General Elective | 3 |
| Humanities and Fine Arts – Select HU that also meets Cultural Diversity in the U.S. (C). See aztransfer.com/mccd_matrix for approved course lists. | 6 | General Education: Global Awareness, Perspectives, and Ethics (See MCCCCD-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php) | 6 |
| Social and Behavioral Sciences – Select two SB courses from more than one discipline. See aztransfer.com/mccd_matrix for approved course lists. | 6 | General Education: Global Awareness, Perspectives, and Ethics (See MCCCCD-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php) | 6 |
| Natural Sciences – Select two SQ courses or one SQ and one SG course with lab. See aztransfer.com/mccd_matrix for approved course lists. | 8 | General Education: Critical Thinking (See MCCCCD-GCU Course Equiv. Guide: http://www.gcu.edu/Transfer-Center/Transfer-from-a-Maricopa-Community-College/Course-Equivalency-Guides.php) | 8 |
| Required Courses: 27 credits | | | |
| ACC111: Accounting Principles AND ACC230: Uses of Accounting Information I AND ACC240: Uses of Accounting Information II OR ACC211: Financial Accounting AND ACC212: Managerial Accounting OR ACC111: Accounting Principles I AND ACC112: Accounting Principles II AND ACC212: Managerial Accounting | 6 | ACC-240: Fundamentals of Accounting | 6 |
| ECN211: Macroeconomic Principles (3) AND ECN212: Microeconomic Principles (3) | 6 | ECN-351: Essentials of Economics | 6 |
| GBS205: Legal, Ethical and Regulatory Issues in Business | 3 | BUS-340: Ethical and Legal Issues in Business | 3 |

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



| Maricopa Community Colleges – Associate of Business-General Requirements (ABUS-GR/SR) | Credits | Grand Canyon University – Bachelor of Science in Marketing & Advertising | GCU Applied Semester Credits |
|--|---------|---|------------------------------------|
| GBS220: Quantitative Methods in Business OR MAT217/218: Mathematical Analysis for Business | 3-4 | General Education: Critical Thinking | 3-4 |
| GBS221: Business Statistics | 3 | BUS-352: Business Statistics | 3 |
| CIS162AD: C#: Level I <i>(Required for ABUS-SR only)</i> | 0-3 | General Elective | 0-3 |
| CIS250: Management of Information Systems <i>(Required for ABUS-SR only)</i> | 3 | BIT-200: Introduction to Computer Technology | 3 |
| Select 6 credits from the following Business Electives: | | | |
| CIS114DE: Excel Spreadsheets | 3 | General Elective | 3 |
| CIS133DA: Internet/Web Development Level I | 3 | General Elective | 3 |
| CIS162AD C#: Level I | 3 | General Elective | 3 |
| GBS151: Introduction to Business | 3 | General Elective | 3 |
| GBS220: Quantitative Methods in Business <i>May not be used to meet more than one requirement (ABUS-GR)</i> | 3 | General Education: Critical Thinking | 3 |
| GBS233: Business Communication | 3 | General Education: Effective Communication | 3 |
| GBS110: Human Relations in Business and Industry OR MGT251: Human Relations in Business | 3 | General Elective | 3 |
| IBS101: Introduction to International Business | 3 | General Education: Global Awareness, Perspectives, and Ethics | 3 |
| MGT253: Owning and Operating a Small Business | 3 | General Elective | 3 |
| REA179: Real Estate Principles I | 3 | General Elective | 3 |
| MKT271: Principles of Marketing | 3 | MKT-315: Introduction to Marketing | 3 |
| PAD100: Public Affairs Economics | 3 | General Education: Critical Thinking OR Global Awareness | 3 |
| SBU200: Society and Business | 3 | General Education: Global Awareness, Perspectives, and Ethics | 3 |
| Restricted Electives: <i>Business elective course options listed above, beyond the 6 credits required for the ABUS-GR, can be applied as restricted electives.</i> | | | |
| Recommended Electives to Maximize Transfer Credit | | | |
| Minimum Number of Credits Required for Associate of Business-General Requirements (ABUS-GR/SR) at Maricopa Community Colleges | | | 62 |
| Total Credits Applied Towards Grand Canyon University's Bachelor of Science in Marketing & Advertising | | | 62 |

| Course # | Bachelor of Science in Marketing & Advertising | Semester Credits |
|-------------------------------------|--|---------------------|
| General Education: 8 credits | | |
| UNV-303 | University Success | 4 |
| CWV-301 | Christian Worldview | 4 |
| Program Major: 28 credits | | |
| MKT-415 | Promotion & Advertising | 4 |
| MGT-420 | Organizational Behavior & Management | 4 |
| MKT-445 | Marketing Research & Reporting | 4 |
| FIN-350 | Fundamentals of Business Finance | 4 |
| MGT-455 | Production/Operations Management | 4 |
| MKT-462 | Digital Marketing & Advertising | 4 |
| MKT-450 | Marketing Management | 4 |

Transfer Guide between Maricopa Community Colleges and Grand Canyon University



| Course # | Bachelor of Science in Marketing & Advertising | Semester Credits |
|--|--|---------------------|
| BUS-485 | Strategic Management | 4 |
| | Elective credits if needed to reach 120 credit minimum for Bachelor's degree | 18 |
| Total Credits Completed at Grand Canyon University | | 58 |
| Transfer Credits from the Associate of Business-General Requirements (ABUS-GR/SR) – Maricopa Community Colleges | | 62 semester credits |
| Remaining Credits Required at Grand Canyon University | | 58 semester credits |
| Total Credit Hours Needed to Complete Bachelor of Science in Marketing & Advertising at Grand Canyon University | | 120 credits |

*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>.

Effective 2018