

## Marketing (MKT) Course Equivalency Guide between Maricopa Community Colleges and Grand Canyon University



The following table is the assessment of the courses between Maricopa Community Colleges and Grand Canyon University. The following will be used in evaluating official transcripts.

These courses fulfill the competency requirements; however, the courses may not fulfill the credit requirements. To obtain an undergraduate degree at GCU, students are required to meet a minimum of 120 semester credit hours.

Maricopa Community Colleges Course Number	Maricopa Community Colleges Credits	GCU Course Equivalency	GCU Applied Semester Credits
MKT101: Introduction to Public Relations	3	COM-311: Principles of Public Relations	3
MKT110: Marketing and Social Networking	3	General Elective	3
MKT263: Advertising Principles	3	MKT-415: Promotion and Advertising	3
MKT268: Merchandising	3	General Elective	3
MKT271: Principles of Marketing	3	MKT-245: Principles of Marketing	3

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 [University Policy Handbook](#).

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