

Transfer Guide between Pima Community 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 Pima Community Colleges. Within the tables below are preferred courses from Pima Community Colleges 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.

Pima Community Colleges – 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)			
WRT-101: English Composition I OR WRT-107: English Composition I for Non-Native Speakers of English	3	+ ENG-105: English Composition	3
WRT-102: English Composition II OR WRT-108: English Composition II for Non-Native Speakers of English	3	ENG-106: English Composition II	3
Second Language: Completion of a Language course numbered 202, fourth semester level	3	UNV-104: 21 st Century Skills: Communication and Information Literacy	3
Critical Thinking (11 – 12 Credits)			
MAT-141/142: College Mathematics	3 - 4	+ MAT-144: College Mathematics	3 - 4
Biological and Physical Sciences	4	PHI-105: 21 st Century Skills: Critical Thinking and Problem Solving	4
Biological and Physical Sciences	4	BIO-220: Environmental Science	4
Global Awareness (6 - 8 Credits)			
Social and Behavioral Sciences	3	PSY-102: General Psychology	3
Social and Behavioral Sciences	3	SOC-100: Everyday Sociology	3

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Additional Pima Requirements			
Humanities and Fine Arts	6	Elective Credit	6
STU-100: College Success and Career Planning OR STU-107: University Transfer Preparation	1	Elective Credit	1
STU-210: University Transfer Strategies	2	Elective Credit	2
Second Language: Completion of a Language course numbered 202, fourth semester level	13	Elective Credit	13
Transfer Elective: 12 Credits of Transferrable Electives so the total for this Degree are 60-64	12	Select a minimum of 12 credits (to optimize transfer to GCU major, reference “Program Major” table for applicable coursework)	12
Bachelor of Science in Marketing and Advertising: Program Major Transferrable Courses			
MKT-111: Principles of Marketing	3	^ MKT-315: Introduction to Marketing	3
MAT-167: Introductory Statistics OR BUS-205: Statistical Methods in Economics & Business OR BUS-277: Analytical Methods in Business	3-4	^ BUS-352: Business Statistics	3-4
BUS-220: Legal Environment of Business	3	^ BUS-340: Ethical and Legal Issues in business	3
FIN-200: Business Finance	3	^ FIN-350: Fundamentals of Business Finance	3
MGT-280: Business Organization and Management	3	^ MGT-420: Organizational Behavior and Management	3
MKT-200: Advertising	3	^ MKT-415: Promotion and Advertising	3
Credits completed at PCC may exceed 60 if students choose to take all courses listed above.			

Total Credit Hours Needed to Complete Associate of Arts at PCC	60 Credits
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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 PCC course must meet specific content requirements (or higher) in order to fulfill GCU’s course.
^	Symbol indicates the PCC course meets the content requirement but does not fulfill GCU’s upper division requirements.

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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		
BIT-200	Introduction to Computer Technology	4
ACC-240	Fundamentals of Accounting	4
MKT-345	Buyer and Consumer Behavior	4
ECN-351	Essentials of Economics	4
MGT-455	Production/Operations Management	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 – Pima Community College		60 Credits
Credits Completed at Grand Canyon University		53 - 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>

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