

Grand Canyon University's Bachelor of Science in Applied Marketing and Advertising program will prepare you to take on a range of roles across the fast-paced field of business. From public relations to sales to market research, there are many opportunities available for marketing and advertising graduates. Since 1949, Grand Canyon University has been a premier private university in Arizona, helping students find their purpose and achieve their potential.

Bachelor of Science in Applied Marketing and Advertising – Program Plan File (PPF)

Grand Canyon University Degree Requirement	Required Semester Credits	CCAF Transfer Credits	Credits to take at GCU
Core/Area of Focus	36	0	40
MKT-315: Introduction to Marketing	4	-	4
MKT-345: Buyer and Consumer Behavior	4	-	4
BUS-317: Financial Decision Making	4	-	4
MKT-415: Promotion and Advertising	4	-	4
MGT-420: Organizational Behavior and Management	4	-	4
ENT-436: Entrepreneurship and Innovation	4	-	4
MKT-450: Marketing Management	4	-	4
MGT-440: Project Management	4	-	4
MKT-462: Digital Marketing and Advertising	4	-	4
General Education	34-40	15	20
UNV-103/303*: University Success	4	-	4
ENG-105: English Composition I	4	3	-
ENG-106: English Composition II OR a course in one of the following disciplines: English Composition, Communication, Critical Reading, Foreign Language, Sign Language	4	3	-
UNV-104: 21st Century Skills: Communication and Information Literacy OR a course in one of the following disciplines: English Composition, Communication, Critical Reading, Foreign Language, Sign Language	4	-	4
CWV-101/301: Christian Worldview	4	-	4
MAT-154: Applications of College Algebra	4	3**	-
PHI-105: 21 st Century Skills: Critical Thinking and Problem Solving OR a course in one of the following disciplines: Mathematics, Biology, Chemistry, Physics, Geology, Astronomy, Physical Geography, Ecology, Economics, Theology, Logic, Philosophy, Technology, Statistics, Accounting	4	-	4
BIO-220: Environmental Science OR a course in one of the following disciplines: Mathematics, Biology, Chemistry, Physics, Geology, Astronomy, Physical Geography, Ecology, Economics, Theology, Logic, Philosophy, Technology, Statistics, Accounting	4	-	4
PSY-102: General Psychology OR a course in one of the following disciplines: Psychology, Sociology, Government, Christian Studies, Bible, Geography, Anthropology, Economics, Political Science, Child and Family Studies, Law, Ethics, Cross-Cultural Studies, History, Art, Music, Dance, Theater, Applied Arts, Literature, Health	4	3	-
SOC-102: Principles of Sociology OR a course in one of the following disciplines: Psychology, Sociology, Government, Christian Studies, Bible, Geography, Anthropology, Economics, Political Science, Child and Family Studies, Law, Ethics, Cross-Cultural Studies, History, Art, Music, Dance, Theater, Applied Arts, Literature, Health	4	3	-
Electives	40-46	45	0
Open Electives	44-50	45	-
Total Credits Required – Bachelor of Science Degree	120	64	56

**Math requirement must be College Algebra or higher

*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 [University Policy Handbook](#).

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 [University Policy Handbook](#).