

Transfer Guide between Montcalm Community College and Grand Canyon University



Associate of Applied Science in Business Marketing – Bachelor of Science in Applied 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)

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 of Applied Science in Business Marketing from Montcalm Community College. Within the tables below are preferred courses from Montcalm Community College 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.

Montcalm Community College – Associate of Applied Science in Business Marketing	Credits	Grand Canyon University – Bachelor of Science in Applied Marketing and Advertising	GCU Applied Semester Credits
General Education Requirements			
Effective Communication (9 - 12 Credits)			
ENGL-100: Freshman English I	3	+ ENG-105: English Composition	3
COMM-210: Speech OR COMM-215: Introduction to Human Communication	3	Effective Communication	3
BUSN-183: Business & Technical Communication	3	Effective Communication	3
Critical Thinking (11 - 12 Credits)			
MATH-101: Mat for Everyday Life OR MATH-190: Introductory Statistics	4	+ MAT-144: College Mathematics	4
Laboratory Science	4	Critical Thinking	4
ACCT-115: Principles of Accounting I	4	Critical Thinking	4
Global Awareness (6 - 8 Credits)			
POLI-240: American Political Systems	3	Global Awareness	3
Humanities	3	Global Awareness	3
Additional Montcalm Community College Requirements			
GNST-100: Success Skills for the 21 st Century	3	Elective Credit	3
BUSN-135: Introduction to Business	3	Elective Credit	3
BUSN-200: Legal Environment of Business	3	Elective Credit	3

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CMIS-101: Computer Literacy	3	Elective Credit	3
CMIS-115: introduction to Computer Information Systems	3	Elective Credit	3
ECON-216: principles of Microeconomics	3	Elective Credit	3
MGMT-237: concepts of Management	3	Elective Credit	3
MGMT-250: Organizational behavior	3	Elective Credit	3
MGMT-275: Strategic Management	3	Elective Credit	3
Bachelor of Science in Applied Marketing and Advertising: Program Major Transferrable Courses			
MRKT-233: principles of Marketing	3	^ MKT-315: Introduction to Marketing	3
Total Credit Hours Needed to Complete Associate of Applied Science in Business Marketing at Montcalm Community College			64 Credits
Total Semester Credit Hours Applied to Bachelor of Science in Applied Marketing and Advertising at Grand Canyon University			64 Credits

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 Montcalm Community College course must meet specific content requirements (or higher) in order to fulfill GCU's course.
^	Symbol indicates the Montcalm Community College 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 Applied Marketing and Advertising: Program Major		
MKT-345	Buyer and Consumer Behavior	4
BUS-317	Financial Decision Making	4
MKT-415	Promotion and Advertising	4
MGT-420	Organizational Behavior and Management	4
ENT-436	Entrepreneurship and Innovation	4
MKT-450	Marketing Management	4
MGT-440	Project Management	4
MKT-462	Digital Marketing and Advertising	4
BUS-470	Applied Business Project	4
Total Credit Hours Needed to Complete an Associate of Applied Science in Business Marketing at Montcalm Community College		64 Credits
Credits Completed at Grand Canyon University		56 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 Applied Marketing and Advertising at Grand Canyon University		120 Credits

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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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