

AAS in Marketing to BA in Marketing

Student may not transfer more than 90 credit hours. Student must earn a grade of “C” or better in each Institution course to be eligible to transfer.

APUS DEGREE REQUIREMENTS	CC COURSES	CREDITS APPLIED	CREDITS NEEDED AT APUS
General Education Requirements (27 Credits Required)		17	9
Communication: Writing, Oral, & Multimedia (COMM) (6 Credits Required)		3	3
COMM120: Information and Digital Literacy <i>(Required)</i>	<i>Waived</i>		
ENGL110: Making Writing Relevant <i>(Required)</i>	EGL 101 College Composition	3	
ENGL226: Effective Business Communication <i>(Required)</i>			3
Arts & Humanities (ARHU) (5 Credits Required)		5	0
APUS General Education ARHU Course Choice	VCP 116: Digital Imaging I (APUS DSIN141)	2	
APUS General Education ARHU Course Choice	CC SPH 121/141 Option (APUS COMM285/COMM200)	3	
History (HIST) (3 Credits Required)		0	3
APUS General Education HIST Course Choice			3
Civics, Political & Social Sciences (SSPS) (6 Credits Required)		6	0
ECON201: Microeconomics for Business OR ECON202: Macroeconomics for Business <i>(Required)</i>	ECO 221 Economics-Micro (APUS ECON101)	3	
APUS General Education SSPS Course Choice	ECO 222 Economics-Macro (APUS ECON102)	3	
Mathematics and Applied Reasoning (MAAR) (3 Credits Required)		0	3
MATH110: College Algebra <i>(Required)</i>			3
Natural Sciences with Lab (NASC) (3 Credits Required)		3	0
APUS General Education NASC Course Choice	CC SCI Science Elective with Lab (SL) Option	3	

Electives (43 Credits Required)		19	24
Choose any additional courses to meet degree requirements**	CIS 101/CSC 104 Option (APUS ITCC200/ITCC121)	3	
	SCI Science Elective with Lab (SL) Option -split	1	
	SOC SCI Social Science Elective (SS)	3	
	BUS 187 Business Ethics	3	
	BUS 190 Introduction to Entrepreneurship (APUS ENTR150)	3	
	EGL 211 Technical Writing (APUS ENGL220)	3	
	Mat 125/127 Option - split	1	
	VCP 117 Digital Imaging II	2	
Major Requirements (30 Credits Required)		15	21
MGMT101: Principles of Supervision	BUS 131: Principles of Management	3	
ACCT 105: Accounting for Non-Accounting Majors			3
BUSN110: Basics of Business	BUS 103: Introduction to Business	3	
BUSN235: Personal Finance			3
BUSN311: Law and Ethics in the Business Environment	BUS 210: Business Law	3	
FINC300: Foundations of Financial Management			3
MATH120: Introduction to Statistics	MAT 125/127 Option* (APUS recommends MAT 127)	3	
MKTG201: Fundamentals of Marketing	BUS 212: Principles of Marketing	3	3
MKTG308: Social Media Marketing			3
MKTG400: Marketing Research			3
MKTG401: Marketing Strategy			3
MKTG420: Branding			3
General Concentration Requirements^ (12 Credits Required)		9	3
See catalog for course options	BUS 243: Personal Selling (APUS MKTG301)	3	
	BUS 207: Introduction to Public Relations (APUS MKTG304)	3	
	BUS 242: Advertising (APUS MKTG305)	3	
Final Program Requirement (3 Credits Required)		0	3
MKTG495: Senior Seminar in Marketing	MUST BE TAKEN AS FINAL COURSE		3
120 Credits Needed for Graduation		60	60

^Credit mapped toward the General Concentration. Other available concentrations for this program: 1) Analytics, 2) Digital Marketing, 3) Internet/Web Technology, and 4) Retail Management.

*Credit variances in academic placement and credit award can occur based on student course selections and APUS' program requirements.

**Any transferable course not used to fulfill General Education or Major/Concentration requirements may be taken. Please note remedial/developmental and vocational credit is not transferrable.

Note: In order to transfer courses to APUS, the student must earn a grade of "C" or better.