

Unofficial Evaluation

**MONTCALM COMMUNITY COLLEGE (MCC)
A.A.S. BUSINESS MARKETING
TO AMERICAN PUBLIC UNIVERSITY SYSTEM
B.A. MARKETING
APRIL 2019 CATALOG TRANSFER GUIDE**

APUS DEGREE REQUIREMENTS	MCC COURSES	APUS EQUIVALENCY	CREDITS APPLIED	CREDITS NEEDED AT APUS
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General Education Requirements			18	12
Communication: Writing, Oral, and Multimedia (COMM)		Credits:	3	6
COMM120: Information and Digital Literacy (Required)				3
ENGL110: Making Writing Relevant (Required)	MCC Written Communication Options* (APUS recommends ENGL 100)	ENGL110	3	
ENGL225: Business Writing (Required)				3
Arts and Humanities (ARHU)		Credits:	6	0
APUS General Education ARHU Course Choice	MCC Oral Communication Options* (APUS recommends COMM 210)	COMM200	3	
APUS General Education ARHU Course Choice	MCC Humanities and Fine Arts Options*		3	
Civics, Political & Social Sciences (SSPS)		Credits:	6	0
ECON201: Microeconomics for Business or ECON202: Macroeconomics for Business (Required)	ECON 215-Principles of Macroeconomics	ECON202	3	
APUS General Education SSPS Course Choice	POLI 240-American Political System	POLS210	3	
History (HIST)		Credits:	0	3
APUS General Education HIST Course Choice				3
Mathematics and Applied Reasoning (MAAR)		Credits:	0	3
MATH110: College Algebra (Required)				3
Natural Sciences (NASC)		Credits:	3	0
APUS General Education NASC Course Choice	MCC Laboratory Science Option *		3	

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Major Requirements		Credits:	15	18
BUSN100: Basics of Business	BUSN 135-Introduction to Business	BUSN100	3	
MGMT100: Principles of Supervision				3
MKTG201: Fundamentals of Marketing	MRKT 233-Principles of Marketing	MKTG201	3	
ACCT105: Accounting for Non Accounting Majors	ACCT 115-Principles of Accounting	ACCT105	3	

BUSN235: Personal Finance				3
BUSN311: Law and Ethics in the Business Environment	BUSN 200-Legal Environment of Business	BUSN311	3	
FINC300: Foundations of Financial Management				3
MATH302: Statistics (Prerequisite: MATH110 - College Algebra or MATH111 - College Trigonometry or MATH225 -Calculus)				3
MKTG308: Social Media Marketing				
MKTG400: Marketing Research	MRKT 230-Marketing Research	MKTG400	3	
MKTG401: Marketing Strategy				3
MKTG420: Branding				3
Concentration Requirements (12 credits required)		Credits:	0	12
~See course catalog for course and concentration options				
Final Program Requirement		Credits:	0	3
MKTG495: Senior Seminar in Marketing (to be taken as the last course before graduation) ***	MUST BE TAKEN AT APUS			3
Electives (39 credits required)		Credits:	33	6
Choose any electives to meet degree requirements. Note minimum requirements for upper-level coursework.	MCC Humanities and Fine Arts Options*		3	
	MATH 190-Elementary Statistics	MATH120	3	
	ACCT 115-Principles of Accounting		1	
	BUSN 151-Customer Relations		1	
	BUSN 260-International Business	BUSN419	3	
	CMIS 115-Introduction to Computer Information Systems	ITCC200	3	
	MGMT 237-Concepts of Management	MGMT310	3	
	MGMT 250-Organizational Behavior	MGMT311	3	
	MGMT 275-Strategic Management		3	
	MRKT 234-Retailing	RTMG150	3	
	MRKT 248-Promotion & Advertising	MKT301	3	
	MCC Laboratory Science Option * split		1	
	MRKT 275-Marketing in a Virtual World		3	
Total Minimum Credits Needed for Graduation: 120		Total Credits:	66	54

Notes:

*Credit variances in academic placement and credit award can occur based on student course selections and on the APUS' 2019 catalog program requirements.

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

**Any transferable course not counted toward General Education or Major requirements may be taken. Please note, courses such as developmental, practicum, internships, clinical, and vocational courses are not transferable.

***Prerequisite: Senior Standing and completion of all major courses prior to enrollment.