

## Unofficial Evaluation

**MONTCALM COMMUNITY COLLEGE (MCC)  
A.A.S. BUSINESS MARKETING  
TO AMERICAN PUBLIC UNIVERSITY SYSTEM  
BACHELOR of BUSINESS ADMINISTRATION, MARKETING CONCENTRATION  
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 or MATH111: College Trigonometry (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	21
MGMT101: Principles of Supervision				3
BUSN100: Basics of Business	BUSN 135-Introduction to Business	BUSN100	3	
ACCT105: Accounting for Non Accounting Majors	ACCT 115-Principles of Accounting	ACCT105	3	
BUSN235: Personal Finance				3

MKTG201: Fundamentals of Marketing	MRKT 233-Principles of Marketing	MKTG201	3	
ITCC200: Application Software Integration	CMIS 115-Introduction to Computer Information Systems	ITCC200	3	
BUSN311: Law and Ethics in the Business Environment	BUSN 200-Legal Environment of Business	BUSN311	3	
MATH302: Statistics (Prerequisite: MATH110 - College Algebra or MATH111 - College Trigonometry or MATH225 -Calculus)				3
BUSN312: Operations Research (Prerequisite: MATH110 - College Algebra, MATH111 - College Trigonometry, or MATH225 - Calculus)				3
BUSN313: Global and Competitive Strategy				3
FINC300: Foundations of Financial Management				3
BUSN410: Critical Thinking Strategies for Business Decisions				3
<b>Marketing Concentration Requirements (12 credits required)</b>			<b>Credits:</b>	<b>3</b>
BUSN320: Principles of E Business				3
MKTG307: Consumer Behavior				3
MKTG400: Marketing Research		MKTG400	3	
MKTG401: Marketing Strategy				3
<b>Final Program Requirement</b>			<b>Credits:</b>	<b>0</b>
BUSN499: Senior Seminar in Business Administration (to be taken as the last course before graduation) ***	<b>MUST BE TAKEN AT APUS</b>			3
<b>Electives (39 credits required)</b>			<b>Credits:</b>	<b>30</b>
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	
	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	
<b>Total Minimum Credits Needed for Graduation: 120</b>			<b>Total Credits:</b>	<b>66</b>
				<b>54</b>

**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.