

MONTCALM COMMUNITY COLLEGE (MCC) A.A.S BUSINESS MARKETING TO AMERICAN PUBLIC UNIVERSITY SYSTEM (APUS) B.A. MARKETING TRANSFER GUIDE			
APUS DEGREE REQUIREMENTS	MCC COURSES	CREDITS APPLIED	CREDITS NEEDED AT APUS
General Education Requirements (30 Credits Required)		18	12
Communication: Writing, Oral, & Multimedia (COMM) (9 Credits Required)		3	6
COMM120: Information and Digital Literacy <i>(Required)</i>			3
ENGL110: Making Writing Relevant <i>(Required)</i>	MCC Written Communication Option (APUS recommends ENGL 100)	3	
ENGL225: Business Writing <i>(Required)</i>			3
Arts & Humanities (ARHU) (6 Credits Required)		6	0
APUS General Education ARHU Course Choice	MCC Humanities and Fine Arts Option*	3	
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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>	ECON 215 Principles of Macroeconomics (APUS ECON202)	3	
APUS General Education SSPS Course Choice	POLI 240 American Political System (APUS POLS210)	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	MCC Laboratory Science Option*	3	
Electives (39 Credits Required)		30	9
Choose any additional courses to meet degree requirements**	MCC Laboratory Science Option - <i>split</i>	1	
	MATH 190 Intro Statistics (APUS MATH120)	4	
	ACCT 115 Principles of Actg I (APUS ACCT100)	4	
	BUSN 260 International Business (APUS BUSN419)	3	
	CMIS 115 Introduction to Computer Information Systems (APUS ITCC200)	3	
	MGMT 237 Concepts of Management (APUS MGMT310)	3	
	MGMT 250 Organizational Behavior (APUS MGMT311)	3	
	MGMT 275 Strategic Management	3	
	MRKT 234 Retailing (APUS RTMG150)	3	
	MCC Oral Communication Option (APUS COMM200 / COMM285)	3	

Major Requirements (36 Credits Required)		12	24
MGMT100: Principles of Supervision			3
ACCT105: Accounting for Non Accounting Majors			3
BUSN100: Basics of Business	BUSN 135 Introduction to Business	3	
BUSN235: Personal Finance			3
BUSN311: Law and Ethics in the Business Environment	BUSN 200 Legal Environment of Business	3	
FINC300: Foundations of Financial Management			3
MATH120: Introduction to Statistics			3
MKTG201: Fundamentals of Marketing	MRKT 233 Principles of Marketing	3	
MKTG308: Social Media Marketing			3
MKTG400: Marketing Research	MRKT 230 Marketing Research	3	
MKTG401: Marketing Strategy			3
MKTG420: Branding			3
General Concentration Requirements^ (12 Credits Required)		6	6
See catalog for course options	MRKT 275 Marketing in a Virtual World (MKTG303)	3	
	MRKT 248 Promotion & Advertising (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		66	54

^Credit mapped toward the General Concentration. Other available concentrations for this program: 1) Analytics, 2) Digital Marketing, 3) Internet/Web Technology, 4) Retail Management, and 5) Sales

**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.*