

PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE (PHCC) AAS MARKETING TO AMERICAN PUBLIC UNIVERSITY SYSTEM (APUS) BA MARKETING TRANSFER GUIDE			
APUS DEGREE REQUIREMENTS	PHCC COURSES	CREDITS APPLIED	CREDITS NEEDED AT APUS
General Education Requirements (27 Credits Required)		18	9
Communication: Writing, Oral, & Multimedia (COMM) (9 Credits Required)		6	0
COMM120: Information and Digital Literacy <i>(Required)</i>	<i>Waived</i>		
ENGL110: Making Writing Relevant <i>(Required)</i>	ENG 110 English Composition I	3	
ENGL226: Effective Business Communication <i>(Required)</i>	COM 101 Public Speaking (APUS COMM200)	3	
Arts & Humanities (ARHU) (6 Credits Required)		0	6
APUS General Education ARHU Course Choice			3
APUS General Education ARHU Course Choice			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>	Elective - Business & Related* (APUS Recommends ECO 110) (APUS ECON101)	3	
APUS General Education SSPS Course Choice	Elective - Cultural Awareness and Diverse Perspectives	3	
Mathematics and Applied Reasoning (MAAR) (3 Credits Required)		3	0
MATH110: College Algebra <i>(Required)</i>	Elective - Open* (APUS Recommends MAT 145)	3	
Natural Sciences (NASC) (3 Credits Required)		3	0
APUS General Education NASC Course Choice	Elective - Science Option	3	
Electives (42 Credits Required)		19	23
Choose any additional courses to meet degree requirements**	FYE 101 First Year Experience	1	
	BUS 220 Small Business Management (APUS BUSN318)	3	
	BUS 225 Business Ethics (APUS MGMT200)	3	
	PHCC BUS 298 / MKT 299 Option	3	
	MKT 100 Consumer Behavior (APUS MKTG307)	3	
	MKT 120 Marketing Research	3	
	MKT 202 Marketing Technology & Analytics	3	
Major Requirements (36 Credits Required)		18	18
MGMT101: Principles of Supervision	BUS 125 Management Principles	3	
ACCT105: Accounting for Non Accounting Majors	Elective - Business & Related* (APUS Recommends ACC 150) (APUS ACCT100)	3	
BUSN100: Basics of Business	BUS 110 Introduction to Business	3	
BUSN235: Personal Finance			3
BUSN311: Law and Ethics in the Business Environment			3

FINC300: Foundations of Financial Management			3
MATH120: Introduction to Statistics	MAT 200 Probability and Statistics	3	
MKTG201: Fundamentals of Marketing	BUS 230 Principles of Marketing	3	
MKTG308: Social Media Marketing	MKT 222 Digital Marketing & Social Media	3	
MKTG400: Marketing Research			3
MKTG401: Marketing Strategy			3
MKTG420: Branding			3
General Concentration Requirements^ (12 Credits Required)		6	6
Select 4 courses from the following:			6
BUSN330: Fundamentals of Business Analysis I			
BUSN331: Fundamentals of Business Analysis II			
BUSN333: Strategic Policy Decision-Making			
BUSN336: Strategic Policy Decision-Making			
MKTG301: Principles of Sales	MKT 200 Sales and Customer Service	3	
MKTG304: Public Relations			
MKTG305: Advertising	MKT 140 Integrated Marketing Communications & Branding	3	
MKTG403: Marketing Management			
MKTG407: International Marketing			
MKTG425: Ingrated Marketing Communications			
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		61	59
<i>^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</i> <i>*Credit variances in academic placement and credit award can occur based on student course selections and APUS' program requirements.</i> <i>**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.</i> Note: In order to transfer courses to APUS, the student must earn a grade of "C" or better.			