

**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
<b>General Education Requirements (27 Credits Required)</b>		<b>18</b>	<b>9</b>
<b>Communication: Writing, Oral, &amp; Multimedia (COMM) (9 Credits Required)</b>		<b>6</b>	<b>0</b>
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 <i>(APUS COMM200 )</i>	3	
<b>Arts &amp; Humanities (ARHU) (6 Credits Required)</b>		<b>0</b>	<b>6</b>
APUS General Education ARHU Course Choice			3
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<b>History (HIST) (3 Credits Required)</b>		<b>0</b>	<b>3</b>
APUS General Education HIST Course Choice			3
<b>Civics, Political &amp; Social Sciences (SSPS) (6 Credits Required)</b>		<b>6</b>	<b>0</b>
ECON201: Microeconomics for Business <b>OR</b> ECON202: Macroeconomics for Business <i>(Required)</i>	Elective - Business & Related* <i>(APUS Recommends ECO 110) (APUS ECON101 )</i>	3	
APUS General Education SSPS Course Choice	Elective - Cultural Awareness and Diverse Perspectives	3	
<b>Mathematics and Applied Reasoning (MAAR) (3 Credits Required)</b>		<b>3</b>	<b>0</b>
MATH110: College Algebra <i>(Required)</i>	Elective - Open* <i>(APUS Recommends MAT 145 )</i>	3	
<b>Natural Sciences (NASC) (3 Credits Required)</b>		<b>3</b>	<b>0</b>
APUS General Education NASC Course Choice	Elective - Science Option	3	
<b>Electives (42 Credits Required)</b>		<b>19</b>	<b>23</b>
Choose any additional courses to meet degree requirements**	FYE 101 First Year Experience	1	
	BUS 220 Small Business Management <i>(APUS BUSN318 )</i>	3	
	BUS 225 Business Ethics <i>(APUS MGMT200 )</i>	3	
	PHCC BUS 298 / MKT 299 Option	3	
	MKT 100 Consumer Behavior <i>(APUS MKTG307 )</i>	3	
	MKT 120 Marketing Research	3	
	MKT 202 Marketing Technology & Analytics	3	
<b>Major Requirements (36 Credits Required)</b>		<b>18</b>	<b>18</b>
MGMT101: Principles of Supervision	BUS 125 Management Principles	3	
ACCT105: Accounting for Non Accounting Majors	Elective - Business & Related* <i>(APUS Recommends ACC 150) (APUS ACCT100)</i>	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
<b>General Concentration Requirements^ (12 Credits Required)</b>		<b>6</b>	<b>6</b>
Select 4 courses from the following:			
BUSN330: Fundamentals of Business Analysis I			6
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: Integrated Marketing Communications			
<b>Final Program Requirement (3 Credits Required)</b>		<b>0</b>	<b>3</b>
MKTG495: Senior Seminar in Marketing	<b>MUST BE TAKEN AS FINAL COURSE</b>		3
<b>120 Credits Needed for Graduation</b>		<b>61</b>	<b>59</b>
<p><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></p> <p><i>*Credit variances in academic placement and credit award can occur based on student course selections and APUS' program requirements.</i></p> <p><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></p> <p><b>Note:</b> In order to transfer courses to APUS, the student must earn a grade of "C" or better.</p>			