

## 2025–2026 Transfer Pathway

Any Community College of the Air Force (CCAF) Associate of Applied Science  
-TO- The University of Arizona Global Campus Bachelor of Arts in Marketing

Pending receipt and evaluation of official transcripts, this program-to-program transfer pathway is unofficial; does not guarantee automatic acceptance of transfer credits; and is based solely on coursework with a grade of C- or better. The University of Arizona Global Campus (UAGC) course applicability and availability to take additional coursework beyond the designated degree will vary based on each student's individual transfer credit situation. We recommend students work with their UAGC Academic Advisor during their first UAGC course to ensure duplicative coursework is not scheduled pending their official transfer credit evaluation. For complete degree, residency, and transfer credit policies, please refer to the UAGC Academic Catalog. **The Bachelor of Arts in Marketing program is not designed to meet the state educational requirements for a specific professional license or certification in any state.**

For questions about the University of Arizona Global Campus portion of this transfer pathway, contact [articulation@uagc.edu](mailto:articulation@uagc.edu).

### CCAF Associate of Applied Science (AAS) Degree

Generally, students with a conferred Community College of the Air Force (CCAF) AAS degree will transfer 60 credits to this UAGC program. To be eligible for this pathway, all official transcripts for coursework used to fulfill the AAS degree requirements must be submitted to UAGC for official transfer credit evaluation. Exact General Education Mobile (GEM) coursework completed by each student may vary. Depending on the coursework previously completed, UAGC general education or major requirements met in transfer may differ slightly. Coursework outlined below is an example of how credits may apply.

### UAGC Bachelor of Arts in Marketing

All UAGC courses are required unless otherwise noted. Any UAGC course prerequisites not completed in transfer are required to be fulfilled even if those prerequisites are not a requirement within the selected UAGC program. Course prerequisites are listed in the UAGC Academic Catalog.

UAGC Entry & General Education Courses	UAGC Credits	AAS Credits	UAGC Course Applicability / Notes
GEN 101 Developing Skills & Strategies for Success	3	0	
Ethical Reasoning Core Competency	0	3	<i>Met by AAS coursework.</i>
Critical Thinking Core Competency	3	0	
Written Communication Core Competency I	0	3	<i>CCAF/GEM Written Communication</i>
Written Communication Core Competency II	3	0	
Information Literacy Core Competency	3	0	
Quantitative Reasoning Core Competency	0	3	<i>CCAF/GEM Mathematics</i>
Aesthetic Awareness and Reasoning Competency	0	3	<i>CCAF/GEM Humanities</i>
Intercultural and Global Awareness	0	3	<i>CCAF/GEM Social Science</i>
Civic Responsibility Competency	0	3	<i>Met by AAS coursework.</i>
Scientific Reasoning Competency	0	4	<i>Met by AAS coursework.</i>
Digital Literacy Competency	0	3	<i>Met by AAS coursework.</i>
GEN 499 General Education Capstone	3	0	<i>Required, non-transferable capstone course.</i>
UAGC Major Courses	UAGC Credits	AAS Credits	UAGC Course Applicability / Notes
MGT 330 Management for Organizations	3	0	
BUS 340 Business Communications	3	0	<i>Meets Oral and Interpersonal Communication Core Competency.</i>
BUS 330 Principles of Marketing	3	0	
BUS 317 Introduction to Advertising	3	0	
BUS 308 Statistics for Managers	3	0	
BUS 339 Marketing Research	3	0	
BUS 311 Business Law I	3	0	
BUS 350 Consumer Behavior	3	0	



ECO 204 Principles of Microeconomics	3	0	
BUS 343 International Marketing	3	0	
BUS 351 Integrated Marketing Communications	3	0	
ACC 205 Principles of Accounting I	3	0	
BUS 401 Principles of Finance	3	0	
BUS 410 Digital Marketing Essentials	3	0	
BUS 495 Marketing Capstone	3	0	<i>Required, non-transferable capstone course that must be taken last.</i>
<b>UAGC Electives</b>	<b>UAGC Credits</b>	<b>AAS Credits</b>	<b>UAGC Course Applicability / Notes</b>
Electives	0	35	

**Total Credits**      **60**      **60**

**Total Required Credits for Bachelor’s Degree**      **120**      *Must include 30 upper-division credits.*

Certain degree programs may not be available in all states.

**Licensure and Certification Terms and Conditions:** The Bachelor of Arts in Marketing program is not designed to meet the state educational requirements for a specific professional license or certification in any state. Students seeking licensure or certification in a particular profession shall carefully research the requirements prior to enrollment and regularly review the requirements as they are subject to change. Requirements vary by state. The University of Arizona Global Campus does not guarantee that any professional organization will accept a graduate’s application to sit for any exam for the purpose of professional certification. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in their field of study.