

University of Phoenix
Bachelor of Science in Business/Marketing (BSB/MKT v24)
2+2 Program Transfer Guide

- Lower division general education requirements are satisfied upon presentation of an associate degree posted transcript.
- Coursework used to waive lower division required courses *may not* be used to satisfy general education requirements.
- The diploma for the Bachelor of Science in Business program will not reflect the concentration. Concentrations are reflected on the transcript only

From Transfer Institution: Lone Star College System (TX) Per 2009-2010 catalog, pg.137
Associate of Applied Science Degree in Hospitality Management
To University of Phoenix: Bachelor of Science in Business: Marketing

University of Phoenix Requirements BSB/MKT Degree	Semester Credits Earned	Semester Credits Applied	Semester Credits Remaining
Liberal Arts General Education - 36 semester credits			
Communication Arts (Oregon campus students must use writing courses to complete the six credits of Communication Arts).	6	6	6
Mathematics	6	0-4	0-4
Science/Technology - three (3)credits must be in Physical/Biological Science	6	3-4	3-4
Social Sciences (must include HIS/311 in Nevada only)	6	6	6
Humanities	6	0-3	0-3
Additional Liberal Arts...additional credit taken from any of the above areas	6	0	0
Interdisciplinary - Credits include additional general education or elective/major coursework (Physical Education activity credits are limited to four credits).	18	18	18
Lower Division Electives	3	24-36	3
Total Lower Division Credits	57	65-69	36-44
BSB/MKT Required Course of Study – version 24			
GEN 300 Skills for Professional Development or GEN 200 Foundations for General Education and Professional Success			3
ECO 212 Principles of Economics			3
BIS 219 Business Information Systems			3
MGT 216 Organizational Ethics and Social Responsibility			3
ACC 280 Principles of Accounting			3
COM 285 Business Communications			3
MGT 330 Management: Theory, Practice, & Application			3
MGT 307 Organizational Behavior and Group Dynamics			3
MGT 350 Critical Thinking: Strategies in Decision Making			3
RES 341 Research and Evaluation I			3
RES 342 Research and Evaluation II			3
FIN 370 Finance for Business			3
BUS 415 Business Law			3
MKT 421 Marketing			3
BUS 475 Integrated Business Topics			3
Marketing Concentration:			
MKT 438 Public Relations			3
MKT 441 Marketing Research			3
MKT 498 Integrated Marketing Strategies			3
MKT Concentration Electives (Choose 3)			9
Total Required Course of Study and Concentration Credits			63
Total Credits Required for the BSB/MKT v24 Degree Program			120

****IMPORTANT**** This summary is an estimation of credits based on the catalog program requirements and therefore does not include other electives or other coursework from additional regionally or nationally accredited institutions. Students should always consult a University of Phoenix counselor with this form for an evaluation.

