



# Transfer Pathway Between College of Western Idaho and University of Phoenix

Associate of Applied Science Degree in Marketing Communications (College of Western Idaho)  
2020-2021 Catalog Year to:  
Bachelor of Science in Management v005A (UOPX)

## UOPX General Education and Elective Program Requirements

Bachelor of Science in Management Degree Requirement	Recommended Courses	Institution	Credits Utilized
<b>Communication Arts (6 credits)</b> [Must Include three (3) credits of College Composition]	ENGL 101 Writing and Rhetoric I* (GEM 1)	CWI	3
	COMM 101 Fundamentals of Oral Communication* (GEM 2)	CWI	3
<b>Mathematics (6 credits)</b> [Must Include six (6) credits of Quantitative Reasoning or Statistics or higher] [Math Proficiency Requirement]	MATH 123 Math in Modern Society**	CWI	3
	MATH 143 College Algebra**	CWI	3
<b>Science and Technology (6 credits)</b> [Must Include three (3) credits in Physical or Biological Sciences]	Any three (3) credits from the GEM 4 category on the GE list that does not duplicate**	CWI	3
	COMM 259 Communicating Through Web Design*	CWI	3
<b>Humanities (6 credits)</b>	THEA 101 Theatre Appreciation**	CWI	3
	MUSI 100 Introduction to Music**	CWI	3
<b>Social Science (6 credits)</b>	PSYC 140 Human Relations for Career and Personal Success* (GEM 6)	CWI	3
	Any three (3) credits from the GEM 6 category on the GE list that does not duplicate*	CWI	3
<b>Liberal Arts (6 credits)</b> [Must include GEN/201 Foundations for University Success]	GEN/201 Foundations for University Success	UOPX	3
	PSYC 101 Introduction to Psychology* (GE Elective Course)	CWI	3
<b>Elective (54 credits)</b>	<i>Lower Division Elective Credits Filled by Combined Credits From:</i>		
	FINA 109 Personal Finance and Business Math* (GEM 3)	CWI	3
	ADMS 133 Business English*	CWI	3
	BUSA 101 Introduction to Business*	CWI	3
	BUSA 120 Business Software Applications*	CWI	3
	COMM 275 Digital Design and Publishing*	CWI	3
	COMM 278 Principles of Public Relations*	CWI	3
	MRKT 125 Introduction to Marketing*	CWI	3
	MRKT 203 Principles of Promotion*	CWI	3
	MRKT 240 Social Media Management*	CWI	3
	MRKT 245 Business Simulation and Analysis*	CWI	3
	MRKT 246 Advanced Digital Marketing*	CWI	3
	MRKT 290 Marketing Communications Capstone*	CWI	3
	Any nine (9) credits from the Marketing Communications Electives-Entrepreneurial Emphasis list that does not duplicate*	CWI	9
	Any College-level/Transferable coursework that does not duplicate**	CWI	9

\*Course recommended or required to maximize transfer into UOPX based off Associate degree requirements to obtain an Associate of Applied Science Degree in Marketing Communications from College of Western Idaho.

\*\*Course recommended by UOPX outside of Associate degree requirements to reach transfer credit totals listed on pathway. Students may have other options to satisfy this course requirement at University of Phoenix. Students should consult an advisor at their respective institution if they would like to take courses outside of the recommended sequence.



## UOPX Course of Study Requirements

Bachelor of Science in Management Degree Requirement	Recommended Courses	Institution	Credits
<b>Organizational Behavior for Managers</b>	MGT/312 Organizational Behavior for Managers	UOPX	<b>3</b>
<b>Ethical and Legal Topics in Business</b>	ETH/321 Ethical and Legal Topics in Business	UOPX	<b>3</b>
<b>Innovative Leadership</b>	LDR/300 Innovative Leadership	UOPX	<b>3</b>
<b>Change Management and Implementation</b>	MGT/362 Change Management and Implementation	UOPX	<b>3</b>
<b>Strategic Operations and Logistics</b>	OPS/330 Strategic Operations and Logistics	UOPX	<b>3</b>
<b>Principles of Macroeconomics</b>	ECO/372 Principles of Macroeconomics	UOPX	<b>3</b>
<b>Organizational Project Management</b>	PM/350 Organizational Project Management	UOPX	<b>3</b>
<b>Finance for Business</b>	FIN/370 Finance for Business	UOPX	<b>3</b>
<b>Marketing</b>	MKT/421 Marketing	UOPX	<b>3</b>
<b>Strategic Management</b>	MGT/498 Strategic Management	UOPX	<b>3</b>

### Institutional Credit Breakdown

Minimum Credits Required for Associate of Applied Science Degree in Marketing Communications	60 Credits
Credits Utilized from Associate of Applied Science Degree in Marketing Communications	60 Credits
Recommended Credits Outside AAS Degree in Marketing Communications to Maximize Transfer	27 Credits

<b>Total Credits Required to Complete Bachelor’s Degree</b>	<b>120</b>
<b>Total College of Western Idaho Applied Credits</b>	<b>87</b>
<b>Required University of Phoenix Credits (30 Upper Division)</b>	<b>33</b>

NOTE: This breakdown represents the recommended course sequence a student should pursue in order to transfer into University of Phoenix. This summary is an estimation of credits only based on the current catalog and degree program requirements. Actual credit may vary based on each individual student’s submission. Concentrations are reflected on the transcript only. All courses that apply to an associate’s degree transfer to the University of Phoenix with the exception of remedial or vocational courses. Courses must have received a grade of C- or higher to transfer.