

PROGRAM EQUIVALENCY GUIDE

Gateway Technical College Associate Degree in *Business-to-Business Marketing*
- to -

Upper Iowa University Bachelor Degree in *Marketing*

March 2014

| Gateway General Marketing Course | | | Transfers as UIU Course | | | |
|---|---|--------|-------------------------|---|----------------|----------------------------------|
| Course Num | Course Name | # Cr | Course Num | Course Name | # Cr | Requirement Fulfilled |
| First Term | | | | | | |
| 102-137 or 102-160 | Intro to Business Business Law | 3 | --- | elective | 3 | elective |
| 104-101 | Marketing Principles | 3 | BA 343 | Business Law I | 3 | Business Core |
| 104-104 | Selling Principles | 3 | BA 208 | Marketing Principles | 3 | Business Core |
| 103-143 | Computers for Professionals | 3 | BA 337 | Personal Selling | 3 [#] | Major |
| 801-136 | English Composition I | 3 | --- | elective | 3 | elective |
| 801-196 or 801-198 | Oral/Interpersonal Communication Speech | 3 | ENG 101 | Basic Composition | 3 | Gened-Communications |
| | | | COMM 200 | Interpersonal Communications | 3 | elective |
| | | | COMM 105 | Public Speaking | | Gened-Communications |
| Second Term | | | | | | |
| 103-103 | Microsoft Excel II | 1 | --- | elective | 1 | elective |
| 104-161 | Selling Principles, Advanced | 3 | --- | elective | 3 | elective |
| 104-170 | Business Purchasing | 3 | --- | elective | 3 | elective |
| 804-115 or 804-123 | College Technical Math I Math w/ Business Applications | 5 3 | --- | elective | 5 3 | elective |
| 809-198 | Intro to Psychology | 3 | PSY 190 | General Psychology | 3 | Gened-Social Sciences |
| Third Term | | | | | | |
| 104-126 | Business Marketing I | 3 | --- | elective | 3 | elective |
| 104-173 | Marketing Research | 3 | --- | elective | 3 | elective |
| 104-194 | International Marketing | 3 | --- | elective | 3 | elective |
| 801-197 | Technical Reporting | 3 | --- | elective | 3 | elective |
| 809-172 | Intro to Diversity Studies | 3 | SOC 240 | Diversity in the United States | 3 | Gened-Cultures |
| Fourth Term | | | | | | |
| 101-112 or 101-114 | Accounting for Business Accounting Principles | 3 4 | --- | elective | 3 4 | elective |
| 104-105 | Promotion Principles | 3 | BA 201 | Accounting Principles I | 4 | Business Core |
| 104-172 | Marketing Management | 3 | BA 363 | Advertising & Integrated Marketing Communications | 3 [#] | elective [@] |
| 104-115 | Marketing Capstone/Internship | 3 | BA 380 | Marketing Management | 3 [#] | elective [@] |
| 104-116 | Electronic Marketing/Social Media | 3 | --- | elective | 3 | elective |
| 809-144 | Macroeconomics | 3 | --- | elective | 3 | elective |
| | | | BA 161 | Macroeconomic Principles | 3 | Business Core |
| General Electives – 6 credits of associate-level courses | | | | | 6 | <i>depends on courses taken*</i> |

Credits transferrable to UIU: **70-73**

Although GTC course transfers as equivalent to a 300/400-level UIU course, the credits do not count as upper-division credits at UIU.

@ Although this course is listed as an optional selection within the major at UIU, the requirement for that choice has already been fulfilled (by 104-104) so this course will transfer as an elective.

* See course-to-course articulation for equivalency of courses taken.

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|-------------------------------|---|-------------|
| Remaining Gened Requirements: | Arts/Humanities | 6 credits |
| | Communications (ENG 102 or 201) (poss COMM 105) | 3-6 credits |
| | Computer Skills (MIS) | 3 credits |
| | Mathematics (MATH 105) | 3 credits |
| | Natural Sciences | 6 credits |
| | Social Sciences | 3 credits |
| | Cultures | 0 credits |
| | Critical Thinking (ID 301) | 3 credits |
| | ===== | |
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| Remaining Major Requirements: | <u>Business Core</u> | | |
| | BA 160 | Microeconomic Principles | 3 credits |
| | BA 201 | Accounting Principles I | 0-3 credits |
| | BA 202 | Accounting Principles II | 3 credits |
| | BA 210 | Management Principles | 3 credits |
| | BA 222 | Management Information Systems | 3 credits |
| | BA 225 | Business Ethics | 3 credits |
| | or PHIL 202 | Contemporary Ethics | |
| | BA 302 | Business Law I | 0-3 credits |
| | BA 341 | Corporate Financial Management | 3 credits |
| | BA 356 | Quantitative Decisions in Business | 3 credits |
| | MATH 220 | Elementary Statistics | 3 credits |
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| | <u>Major</u> | |
| BA 358 | Consumer Behavior | 3 credits |
| BA 451 | Marketing Research | 3 credits |
| BA 456 | Marketing Cases | 3 credits |
| BA 424 | Global Marketing | 3 credits |
| or BA 488 | Economics of International Business | |
| ID 498_03 | Senior Project | 3 credits |
| | | ===== |
| | | 15 |

**** In addition to those listed above for the major (and core), another 3-6 credits of upper division courses are needed**

Courses suggested as Gateway electives for transfer to UIU:

| | | | |
|-----------------------------------|----------------------------|-----------------------------|--------------------------|
| 809-166 Intro Ethics:Theory/Appl | >> PHIL 202 Contemp Ethics | 804-197College Algebra/Trig | >> MATH 105 Coll Algebra |
| or 196-136 Bsns Ethics/Conc/Princ | >> BA 225 Business Ethics | 204-149 Field Photography | >> Art/Humanities Gened |
| Foreign Language course | >> Art/Humanities Gened | 806-114 General Biology | >> BIO 100 Gen Biology |

Notes

A minimum of 120 semester credits is required for the BS Degree. Of those credits, a minimum of 36 credits must be upper division credits. Of those, at least 18 must be in the major.

A minimum 2.00 GPA, both in the major and cumulatively, is required at the time of graduation.

Up to 78 lower division and an additional 12 upper division semester credits from accredited institutions may be applied toward the minimum 120 semester credits required for the BS degree at Upper Iowa University. A minimum of 30 semester credits total and six credits in the major must be completed at Upper Iowa University.

**Every effort has been made to ensure the accuracy and completeness of this program articulation.
The office of the Registrar of Upper Iowa University reserves the right
to make corrections, additions, and deletions as necessary.**