

Program Transfer Guide

Milwaukee Area Technical College Associate in

MARKETING MANAGEMENT

→ UIU Bachelor of Science (B.S.) in

MANAGEMENT

December 2016



UPPER IOWA UNIVERSITY

Established in 1857®

MATC Course			Transfers as UIU Course		
Course Num	Course Name	# Cr	Course Num	Course Name	Requirement Fulfilled
Program Coursework					
ACCTG 110 <i>or</i> ACCTG 126	Financial Accounting Accounting for Managers	3	---	---	general elective
COMPSW106 *	Intro to MS Office	3	---	---	general elective
EBUS 118	Social Media Technologies	3	BA 250	Special Topics	general elective
EBUS 165	Web & Social Media Marketing	3	BA 250	Special Topics	general elective
LOGMGT 164 <i>or</i> MKTG 149	Supply Chain Management Practical Applications Workshop	3	---	---	general elective
MKTG 102	Marketing Principles	3	BA 208	Marketing Principles	Business Core
MKTG 104	Selling Principles	3	BA 337	Personal Selling	Mktg emph of Major
MKTG 107 <i>or</i> MKTG 129	Customer Service Management Advertising Campaign Strategies		---	---	general elective
MKTG 125	Advertising	3	---	---	general elective
MKTG 151	Business Career Management	1	---	---	general elective
MKTG 160 <i>or</i> MKTG 134	Sales Management Integrated Mktg Communications	3	BA 315 ---	Sales Management ---	general elective
MKTG 173	Marketing Research 1	3	---	---	general elective
MKTG 175	Marketing Internship	1	---	---	general elective
MKTG 185	Negotiation Skills	3	---	---	general elective
MKTG 174	Marketing Management	3	---	---	general elective
RBUS 111 <i>or</i> MGTDEV 195	Business Communications Managerial Communications	3	---	---	general elective
General Studies Coursework					
ECON-195 <i>or any 200-series ECON course</i>	Economics	3	BA 160	Microeconomic Principles	Business Core
UIU recommends ECON 201 PRINCIPLES OF MICROECONOMICS		3	BA 160	Microeconomic Principles	Business Core
ENG-151 & -152 OR ENG 201	Communication Skills 1 & 2 English 1	3+3 3	---	---	general elective GE/Wrtn Commun
& any 200-series ENG or SPEECH course UIU recommends this option w/	ENG 202 ENGLISH 2 or SPEECH 201 ELEMENTS OF SPEECH	3	ENG 101 ENG 102 COMM105	Basic Composition English Composition II Public Speaking	GE/Wrtn Commun GE/Oral Commun
MATH-107 <i>or any 200-series MATH course</i>	College Mathematics	3	---	---	general elective
UIU recommends MATH 260 BASIC STATISTICS		3	MATH220	Elementary Statistics	GE/Math & Bsns Core
NATSCI-167 <i>or any 200-series NATSCI course</i>	Science of Technology	3	---	Natural Sciences General Education	GE/Nat Sci
PSYCH-199 <i>or any 200-series PSYCH course</i>	Psychology of Human Relations	3	---	Social Sciences General Education	GE/Soc Sci
SOCSCI-197 <i>or any 200-series HIST or SOCSCI course</i>	Contemporary American Society	3	---	Cultures General Education Social Sciences General Education	GE/Cultures GE/Soc Sci
General Electives					
---	*	3	---	---	<i>to be determined *</i>
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* see end of document for UIU recommendations

** Lower division transfer work does not contribute to the upper division credit requirement at UIU.

UIU course		# Cr	Requirement Fulfilled	Transfer
	<i>any Gen Ed in Arts/Humanities</i>	(3)	Gen Ed Arts/Humanities	(HRMGT 198)
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities	---
ENG 101	Basic Composition	(3)	Gen Ed Communication/Written	(ENG 201)
ENG 102	English Composition II	(3)	Gen Ed Communication/Written	(ENG 202)
COMM 105	Public Speaking	(3)	Gen Ed Communication/Oral	(SPEECH 201)
CS 102	Intro Computer Applications/Technology	3	Gen Ed Computer Skills	---
MATH 105	College Algebra w/ Applications	(3)	Gen Ed Mathematics	(MATH 260)
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science	TBD
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science	---
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science	PSYCH 199
	<i>any Gen Ed in Social Science</i>	3 + 3*	Gen Ed Social Science	---
	<i>any Gen Ed in Cultures</i>	3 + 3*	Gen Ed Cultures	(SOCSCI 197)
		12-27		

BA 160	Microeconomic Principles	3	Business Core	ECON195/ECON201
BA 161	Macroeconomic Principles	3	Business Core	ECON 202
BA 201	Accounting Principles I	3	Business Core	ACCTG 111
BA 202	Accounting Principles II	3	Business Core	ACCTG 113
BA 208	Marketing Principles	3	Business Core	MKTG 102
BA 210	Management Principles	3	Business Core	BADM 155
BA 222	Management Information Systems	(3)	Business Core	(EPROD 151)
BA 225 or PHIL 202	Business Ethics Contemporary Ethics	(3)	Business Core	(HRMGT 198)
BA 302	Business Law I	3	Business Core	---
BA 341	Corporate Financial Management	3	Business Core	---
BA 356	Quantitative Decisions in Business	3	Business Core	---
MATH 220	Elementary Statistics	0	Business Core	---

BA 317	International Management	3	Major	---
BA 361	Human Resources Management	3	Major	---
BA 423	Production and Operations Management	3	Major	---
BA 454	Management Cases	3	Major	---
BA 460	Strategic Management	3	Major	---
<i>1 of the following:</i>		3	Major	---
BA 362	<i>Supervision</i>			
BA 365	<i>Leadership Theory</i>	BA 421	<i>Managerial Cost Accounting</i>	
BA 367	<i>Cross-Cultural Leadership</i>	BA 445	<i>Contemporary Topics in Management</i>	
BA 370	<i>Entrepreneurship & Small Bsns Mgmt</i>	BA/PSY 474	<i>Organizational Behavior</i>	
BA 411	<i>Labor Relations and Negotiation</i>	PSY 338	<i>Motivation</i>	
BA 415	<i>Cross-Cultural Negotiations</i>	PSY 440	<i>Industrial Psychology</i>	

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>> In addition to those to be taken for the major above, another 9 credits of upper division courses <<
>> are needed. These could be completed with courses in the shaded general education areas above. <<

* One of these will have been completed at MATC.

Courses shown in parentheses () above are courses which would/could be completed at MATC (see UIU recommendations on next page).

A minimum of 120 semester credits is required for a Bachelor of Science Degree; with 68 credits transferred from MATC, a minimum of 52 credits is required at UIU. A minimum of 30 credits must be upper division credits for a UIU baccalaureate degree; Lower division transfer work from MATC does not contribute to the upper division credit requirement at UIU.

Upper Iowa University Recommendations for Elective Coursework at MATC

BADM 155 Management Principles	xfers as BA 210, a Business Core requirement
ECON 202 Macroeconomics	xfers as BA 161, a Business Core requirement
EPROD 151 Data Content Management/Implementation	xfers as BA 222, a Business Core requirement
HRMGT 198 Business Ethics	xfers as BA 225, a Bsns Core & Gen Ed requirement
ITSUP 101 Computer Information System Fundamentals	xfers as CS 102, UIU's Computer Skills Gen Ed requirement

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.