

Program Transfer Guide
Des Moines Area Community College
Associate of Applied Science (AAS) in
BUSINESS ADMIN, ENTREPRENEURSHIP
→ UIU Bachelor of Science (BS) in
MARKETING
NOVEMBER 2024



Years 1 & 2 at Des Moines Area Community College:

DMACC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
Semester 1						
BUS 102	Intro to Business	3	---	---	3	Free Elective
ECN 120	Principles of Macroeconomics	3	ECON 161	Principles of Macroecon.	3	Business Core
SDV 108	The College Experience	1	FYS 120/122	First Year Seminar	1	PPE FYS 120/122
BCA 212	Intro to Computer Bus. App	3	IS 102	Intro to Comp. App & Tech	3	Free Elective
OR	OR	OR	OR	OR	OR	
CSC 116	Information Computing	3	IS 102	Intro to Comp. App & Tech	3	
OR	OR	OR	OR	OR	OR	
BCA 152	Comprehensive Spreadsheets	3	----	----	3	
ADM 157	Business English	3	----	----	3	Free Elective
OR	OR	OR	OR	OR		OR
ENG 105	Composition I	3	ENG 101	English Composition I		PPE ENG 101
MGT 145	Human Relations in Mgmt	3	----	----	3	Free Elective
OR	OR	OR	OR	OR	OR	OR
PSY 111	Introduction to Psychology	3	PSY 190	General Psychology	3	PPE Soc. Science
OR	OR	OR	OR	OR	OR	OR
SOC 110	Introduction to Sociology	3	SOC 110	Principles of Sociology	3	PPE Soc. Science
Semester 2						
BUS 185	Business Law I	3	BA 302	Business Law & Ethics	3	Business Core
MGT 101	Principles of Management	3	BA 210	Management Principles	3	Business Core
ADM 154	Business Communication	3	COMM 307	Business & Prof. Comm	3	Free Elective
BUS 148	Small Business Management*	3	BA 370	Entrepr. & Small Bus Mgmt	3	Free Elective
BUS 112	Business Math	3	----	----	3	Free Elective
OR	OR	OR	OR	OR	OR	OR
MAT 141	Finite Math	4	QR150	Quantitative Reasoning	4	PPE Quant. Reason
OR	OR	OR	OR	OR	OR	OR
MAT 156	Statistics	3	MATH 220	Elementary Statistics	3	PPE QR & Bus Core
Semester 3						
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	Business Core
BUS 295	Workplace Professionalism	2	---	---	2	Free Elective
ECN 130	Principles of Microeconomics	3	ECON 160	Principles of Microecon.	3	PPE Civ/Ethics & Bus Core
BUS 138	Small Business Marketing*	3	BA 370	Entrepr. & Small Bus Mgmt	3	Free Elective
BUS 220	Intro International Business	3	---	---	3	Free Elective
SPC 101	Fund of Oral Communication	3	COMM 105	Public Speaking	3	PPE COMM 105
OR	OR	OR	OR	OR		OR
SPC 122	Interpersonal Communication	3	COMM 200	Interpersonal Comm		PPE COMM 200
Semester 4						
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II	4	Business Core
ACC 314	QuickBooks Accounting	3	---	---	3	Free Elective
BUS 141	Small Business Start-Up*	3	BA 370	Entrepr. & Small Bus Mgmt	3	Free Elective
BUS 131	Small Business Mgmt Strategies*	3	BA 370	Entrepr. & Small Bus Mgmt	3	Free Elective
MKT 121	Digital Marketing	3	---	---	3	Free Elective

Total occupational course credits earned: **65**
 Total transferable credits#: **65**

Total course credits accepted: **65**

UIU recommendations are **bolded**.

*All four courses required to satisfy BA 370 at Upper Iowa University

Years 3 & 4 at Upper Iowa University:

UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
Peacock Professional Experience (PPE) Courses				
FYS 120 OR FYS 122	First Year Seminar (Fayette) First Year Seminar (Online/Self-Paced)	3	Success in Higher Education	SDV 108
ENG 101	English Composition I	3	PPE Prof Comm/Wrtn (PW)	ENG 105
ENG 102	English Composition II	3	PPE Prof Comm/Wrtn (PW)	---
COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3	PPE Prof Comm/Oral (PC)	SPC 101 OR SPC 122
	any Diversity, Equity & Inclusion	3	PPE Divers., Equity & Inclusion (DEI)	---
	any Quantitative Reasoning	3	PPE Quantitative Reasoning (QR)	<i>in major</i>
	any Science	3	PPE Science (SCI)	---
	any Social Science	3	PPE Social Science (SSCI)	PSY 111 or SOC 110
	any Civics, Ethics & Citizenship	3	PPE Civics, Ethics & Citizenship (CIV)	ECON 160
	any Creative Expression	3	PPE Creative Expression (CREX)	---
Prerequisites				
MATH 105 OR MATH 107	College Mathematics with Applications OR College Algebra	3	PPE QR & Prereq. for BA 256 or MATH 220 & ACCT 201	MAT 156
IS 102	Computer Applications and Technology	3	Prereq. For BA 256	BCA 212 or CSC116
Business Core Courses				
ECON 160	Principles of Microeconomics	3	Business Core/PPE CIV	ECN 130
ECON 161	Principles of Macroeconomics	3	Business Core	ECN 120
ACCT 201	Accounting Principles I	3	Business Core/PPE QR	ACC 131
ACCT 202	Accounting Principles II	3	Business Core	ACC 132
MKT 208	Marketing Principles	3	Business Core	---
BA 210	Management Principles	3	Business Core	MGT 101
BA 222	Management Information Systems	3	Business Core	---
BA 256 OR MATH 220	Quantitative Analysis for Business I Elementary Statistics	3	Business Core/PPE QR	MAT 156
BA 302	Business Law and Ethics	3	Business Core	BUS 185
FIN 341	Corporate Financial Management	3	Business Core	---
BA 356	Quantitative Analysis for Business II	3	Business Core	---
BA 374	Business Communication	3	Business Core	---
BA 460	Strategic Management	3	Business Core	---
Major Courses				
MKT 358	Consumer Behavior	3	Major	---
MKT 363	Advertising & Integrated Mktg Comm	3	Major	---
MKT 414	New Product Development	3	Major	---
MKT 424	Global Marketing	3	Major	---
MKT 451	Marketing Research	3	Major	---
MKT 479	Branding	3	Major	---
MKT 489	Social Media Marketing	3	Major	---
<i>Two of the following:</i>		6	Major	---
MKT 315	Sales Management	MKT 403	Internship	
MKT 337	Personal Selling	MKT 459	Contemporary Topics in Marketing	
Total additional credits needed at UIU to complete degree:		57		
Total transferable credits from DMACC:		65		
Total Earned Credits:		120		

Courses to be taken at Upper Iowa University

~~ NOTES ~~

LEGEND:

- # Transfer grades lower than a C- will not be accepted.
- **Bolded** text indicates UIU recommendations.
- *Grayed out text* indicates courses fulfilled through transfer. Strikethrough indicates specific course if within grouping.

A minimum of 120 semester credits is required for a baccalaureate degree; up to 78 lower-division college semester credits from Des Moines Area Community College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Des Moines Area Community College does not contribute to the upper-division credit requirement at UIU.

This program transfer guide is based on the September 2024 course-to-course articulation (UIU 2024-25 catalog & DMACC 2024-25 catalog).

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.

Maximize Your Transfer to UIU

Take up to 13 credits to fulfill the Peacock Professional Experience (PPE), Business Core and Major Requirements.

Choose up to 13 additional credits at Des Moines Area Community College to transfer into Upper Iowa University to fulfill PPE, business core, and major requirements. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

Choose up to 13 credits from the following areas:

- Creative Expression PPE Requirement – up to 3 credits
- Professional Communication (Written) PPE Requirement – up to 3 credits
- Science PPE Requirement – up to 3 credits
- Diversity, Equity and Inclusion PPE Requirement – up to 3 credits
- Business Core Requirements – up to 6 credits
- Major Requirements – up to 6 credits