

**Program Transfer Guide**

**Des Moines Area Community College Associate in Arts (AA) in  
Business Transfer Major  
→ UIU Bachelor of Science (BS) in  
MARKETING  
OCTOBER 2024**



**UPPER IOWA**  
UNIVERSITY

EDUCATION BUILT FOR LIFE

**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
<b>Semester 1</b>						
ENG 105	Composition I	3	ENG 101	English Composition I	3	PPE ENG 101
CSC 116	Information Computing	3	IS 102	Intro to Comp. App w/ Tech	3	Free Elective
ECN 120	Principles of Macroecon	3	ECON 161	Principles of Macroecon.	3	Business Core
SDV 108 OR SDV 129	The College Experience OR Transition to College	1	FYS 120/122 OR ----	First Year Seminar OR ----	1	PPE FYS 120/122 OR Free Elective
MAT 141 OR <b>MAT 156</b>	Finite Math OR <b>Statistics</b>	4 OR <b>3</b>	QR 150 OR <b>MATH 220</b>	Quantitative Reasoning OR <b>Elementary Statistics</b>	4 OR <b>3</b>	PPE QR OR <b>PPE Quant. Reason &amp; Business Core</b>
AA Degree Core Social & Behavioral Sci.		3	---	---	3	PPE Soc Sci.
<b>Semester 2</b>						
BUS 185	Business Law I	3	BA 302	Business Law & Ethics	3	Business Core
ECN 130	Principles of Microeconomics	3	ECON 160	Principles of Microecon.	3	PPE Civ/Ethics & Business Core
ENG 106	Composition II	3	ENG 102	English Composition II	3	PPE ENG 102
AA Degree Core Humanities		3	---	---	3	PPE Creative Expr.
MAT 162 OR MAT 164	Principles of Bus. Stats OR Calculus for Busn/Soc. Sci	4	BA 256 OR QR 150	Quant. Analysis for Bus. OR Quantitative Reasoning	4	Business Core OR PPE QR
<b>Semester 3</b>						
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	Business Core
AA Core Science with Lab		3	---	---	3	PPE Science
AA Core Social & Behavioral Science		3	---	---	3	PPE Soc. Science
AA Degree Core Humanities		3	---	---	3	PPE Creative Expr.
SPC 101 OR SPC 122	Fund. Of Oral Comm. OR Interpersonal Comm	3	COMM 105 OR COMM 200	Public Speaking OR Interpersonal Comm.	3	PPE COMM 105 OR PPE COMM 200
<b>Semester 4</b>						
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II	4	Business Core
AA Degree Core Humanities		3	---	---	3	PPE Creative Expr.
AA Degree Distributed		4	---	---	4	Free Elective
Elective Credit		1-2	---	---	1-2	Free Elective
BUS 231 OR MAT 164 OR <b>MGT 101</b>	Quantitative Methods/Bus Deci OR Calculus for Busn/Soc Sci OR <b>Principles of Management</b>	4 OR 4 OR <b>3</b>	BA 356 OR QR 150 OR <b>BA 210</b>	Quant. Analysis for Bus. II OR Quantitative Reasoning OR <b>Management Principles</b>	4 OR 4 OR <b>3</b>	Business Core OR PPE QR OR <b>Business Core</b>
Total occupational course credits earned:		63-64	Total course credits accepted:		63-64	
Total transferable credits#:		63-64				

UIU recommendations are **bolded**.

**Years 3 & 4 at Upper Iowa University:**

UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
<b>Peacock Professional Experience (PPE) Courses</b>				
FYS 120 OR FYS 122	First Year Seminar (Fayette) First Year Seminar (Online/Self-Paced)	3	Students who transfer to UIU with a completed Associate of Arts (AA) degree in liberal arts from Des Moines Area Community College, will be considered to have fulfilled all lower-division Upper Iowa University general education requirements.	
ENG 101	English Composition I	3		
ENG 102	English Composition II	3		
COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3		
	any Diversity, Equity & Inclusion	3		
	any Quantitative Reasoning	3		
	any Science	3		
	any Social Science	3		
	any Civics, Ethics & Citizenship	3		
	any Creative Expression	3		
<b>Prerequisites</b>				
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	MAT 162
<b>Business Core Courses</b>				
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 OR Elementary Statistics	3	Business Core/PPE QR	MAT 162 OR 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	---
<b>Major Courses</b>				
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		
<b>Additional Electives</b>				
Electives		11-12	Degree Requirements	---
Total additional credits needed at UIU to complete degree:		<b>56-57</b>		
Total transferable credits from DMACC:		63-64		
<b>Total Earned Credits:</b>		<b>120</b>		

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.

Students who transfer to UIU with a completed Associate of Arts (AA) or Associate of Science (AS) degree in liberal arts from Des Moines Area Community College, will be considered to have fulfilled all lower-division Upper Iowa University PPE requirements.

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 14-15 credits to fulfill the business core, major and elective requirements.*

Choose up to 14-15 additional credits at Des Moines Area Community College to transfer into Upper Iowa University to fulfill business core, major and elective requirements. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

**Choose up to 14-15 credits from the following areas:**

- Business Core Requirements – up to 6 credits
- Major Requirements – up to 6 credits
- Elective Requirements – up to 11-12 credits