

Program Transfer Guide
Des Moines Area Community College
Associate in Applied Science (AAS) in
MARKETING
→ UIU Bachelor of Science (BS) in
MARKETING
JANUARY 2025



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						
SDV 108	The College Experience	1	FYS 120/122	First Year Seminar	1	PPE FYS 120/122
MKT 110	Principles of Marketing	3	MKT 208	Marketing Principles	3	Business Core
MKT 140	Selling	3	MKT 337	Personal Selling	3	Major
COM 703 OR ENG 105	Communication Skills OR Composition I	3 OR 3	---- OR ENG 101	---- OR English Composition I	3 OR 3	Free Elective OR PPE ENG 101
Option 2: CSC 116 Information Computing		3	IS 102	Intro to Comp App & Tech	3	Prerequisite for BA 256
MGT 145 OR PSY 111 OR SOC 110	Human Relations in Mgmt OR Introduction to Psychology OR Introduction to Sociology	3 OR 3 OR 3	--- OR PSY 190 OR SOC 110	---- OR General Psychology OR Principles of Sociology	3 OR 3 OR 3	Free Elective OR PPE Soc. Science OR PPE Soc. Science
Semester 2						
MKT 150	Principles of Advertising	3	MKT 363	Ad & Integ. Marketing Comm	3	Major
MKT 160	Principles of Retailing	3	---	----	3	Free Elective
BUS 295	Workplace Professionalism	2	---	----	2	Free Elective
MGT 147	Leadership Development	3	BA 365	Leadership Theory	3	Free Elective
ECN 120 OR ECN 130	Principles of Macroeconomics OR Principles of Microeconomics	3 OR 3	ECON 161 OR ECON 160	Prin of Macroeconomics OR Prin of Microeconomics	3 OR 3	Business Core OR PPE Civ/Ethics & Business Core
BUS 112 OR MAT 141	Business Math OR Finite Math	3 OR 4	--- OR QR150	---- OR Quant Reasoning Gen Ed	3 OR 4	Free Elective OR PPE Quant Reasoning
Semester 3						
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	PPE QR & Business Core
APP 235	Visual Merchandising Studio	3	---	----	3	Free Elective
MKT 121	Digital Marketing	3	---	----	3	Free Elective
MGT 130 OR MGT 101 OR BUS 148	Principles of Supervision OR Principles of Management OR Small Business Mgmt	3 OR 3 3	BA 362 OR BA 210 OR ---	Supervision OR Principles of Management OR ----	3 OR 3 3	Free Elective OR Business Core OR Free Elective
SPC 101 OR SPC 122	Fund of Oral Communication OR Interpersonal Communication	3 OR 3	COMM 105 OR COMM 200	Public Speaking OR Interpersonal Communication	3 OR 3	PPE COMM 105 OR PPE COMM 200
Semester 4						
MKT 182	Customer Relationship Mgmt	3	---	----	3	Free Elective
MKT 131	Social Media Marketing	3	---	----	3	Free Elective
MKT 135	Content Marketing	3	---	----	3	Free Elective
INF 110	Fundamental Informatics	3	HSA 241	Healthcare Informatics	3	Free Elective
BUS 940 OR BUS 902 AND BUS 932	Business Capstone OR Career Seminar AND Internship	3 OR 1 AND 2	--- OR --- AND ---	---- OR ---- AND ----	3 OR 1 AND 2	Free Elective OR Free Elective AND Free Elective
Total occupational course credits earned:		65	Total course credits accepted:		65	
Total transferable credits#:		65				

*UIU recommendations are **bolded**.*

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)	MAT -141
	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	QR 150
IS 102	Computer Applications and Technology	3	Prereq. For BA 256	CSC 116
Business Core Courses				
ECON 160	Principles of Microeconomics	3	Business Core/PPE CIV	ECN 130
ECON 161	Principles of Macroeconomics	3	Business Core	---
ACCT 201	Accounting Principles I	3	Business Core/PPE QR	ACC 131
ACCT 202	Accounting Principles II	3	Business Core	---
MKT 208	Marketing Principles	3	Business Core	MKT 110
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	--- OR ---
BA 302	Business Law and Ethics	3	Business Core	---
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 150
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>		6-3	Major	MKT 140
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:		60		
Total transferable credits from DMACC:		65		
Total Earned Credits:		125		

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 12 credits
- Major Requirements – up to 3 credits