

Program Transfer Guide
Des Moines Area Community College
Associate of Applied Science (AAS) in
MARKETING
→ UIU Bachelor of Science (BS) in
MARKETING
MARCH 2026



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 & Bus 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	Principles of Supervision OR Principles of Management	3 OR 3	BA 362 OR BA 210	Supervision OR Principles of Management	3 OR 3	Free Elective OR Business Core
BUS 148	Small Business Mgmt	3	---	----	3	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)	1	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 Human Values & Cultural Perspectives	3	PPE Human Values & Cultural Persp. (HVCP)	---
	any Quantitative Reasoning	3	PPE Quantitative Reasoning (QR)	ACCT 201 in major
	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 in major
	any Creative Expression	3	PPE Creative Expression (CREX)	---
Peacock Professional Experience (Gen Ed) Electives (if needed)				
<i>All students must complete at least 30 hours of general education (Peacock Professional Experience) coursework. If the student has had specific general education requirements waived above, you must meet the 30-hour minimum using any general education course(s) not already applied in the Peacock Professional Experience section.</i>				
PPE 100	Peacock Professional Experience Elective	2	PPE Electives	MAT 141
Prerequisites				
MATH 101 OR MATH 105 OR MATH 107	Math for Liberal Arts College Mathematics with Applications College Algebra	3	PPE QR & Prereq. for BA 256 or MATH 220 & ACCT 201	Met by ACC 131
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 Elementary Statistics	3	Business Core/PPE QR	---
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 151
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	---

Courses to be taken at Upper Iowa University

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	<i>Two of the following:</i>	6 -3	Major	MKT 140
	MKT 315 Sales Management			
	MKT 337 Personal Selling	MKT 459	Contemporary Topics in Marketing	
	MKT 403 Internship			
Total additional credits needed at UIU to complete degree:		60		
Total transferable credits from DMACC:		65		
Total Earned Credits:		125		

~~ 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 December 2025 course-to-course articulation (UIU 2025-26 catalog & DMACC 2025-26 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) and Business Core Requirements.

Choose up to 13 additional credits at Des Moines Area Community College to transfer into Upper Iowa University to fulfill PPE and Business Core 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 (ENG 102)
- Science PPE Requirement – up to 3 credits
- Human Values & Cultural Perspectives PPE Requirement – up to 3 credits
- Business Core Requirements – up to 12 credits (*at least 6 credits lower-division*)

Additional Transfer Elective Guide

DMACC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Creative Expression PPE Requirement						
ART 101	Art Appreciation	3	ART 100	Introduction to Art	3	PPE Creative Expr.
ART 133	Drawing Lab	3	ART 110	Drawing	3	PPE Creative Expr.
ART 136	Life Drawing	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 143	Painting	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 173	Ceramics	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 174	Ceramics II	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 184	Principles of Photography	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 186	Principles of Digital Photography	3	GRAF 218	Digital Photography & Editing	3	PPE Creative Expr.
ART 190	History of Photography	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 195	Design: Exploring Art Media	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 204	Art History II	3	ART 212	Art History II	3	PPE Creative Expr.
ART 226	Alternative Photo Processes	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 229	Photography for Social Media	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 255	Storytelling Through Photo	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART 292	Studio Photography	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
DRA 101	Introduction to Theatre	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
DRA 111	Survey of Musical Literature	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ENG 221	Creative Writing	3	ENG 170	Introduction to Creative Writing	3	PPE Creative Expr.
ENG 225	Creative Writing: Poetry	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ENG 230	Creative Writing: Fiction	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ENG 235	Playwriting & Screenwriting	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
FLA 242	Intermediate Arabic	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLC 141	Elementary Chinese I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLC 142	Elementary Chinese II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLC 241	Intermediate Chinese I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLC 242	Intermediate Chinese II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLF 151	Elementary French I	5	CREX 150	Creative Expression Gen Ed	5	PPE Creative Expr.
FLF 152	Elementary French II	5	CREX 150	Creative Expression Gen Ed	5	PPE Creative Expr.
FLF 241	Intermediate French I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLF 242	Intermediate French II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLG 141	Elementary German I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLG 142	Elementary German II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLG 241	Intermediate German I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLG 242	Intermediate German II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLI 141	Elementary Italian I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLI 142	Elementary Italian II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLI 241	Intermediate Italian I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLI 242	Intermediate Italian II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLJ 141	Elementary Japanese I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLJ 142	Elementary Japanese II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLJ 241	Intermediate Japanese I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLJ 242	Intermediate Japanese II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLS 151	Elementary Spanish I	5	CREX 150	Creative Expression Gen Ed	5	PPE Creative Expr.
FLS 152	Elementary Spanish II	5	CREX 150	Creative Expression Gen Ed	5	PPE Creative Expr.
FLS 241	Intermediate Spanish I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLS 242	Intermediate Spanish II	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
HUM 116	Encounters in Humanities	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
HUM 120	Introduction to Film	3	COMM 290	The Movies	3	PPE Creative Expr.

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HUM 121	America in the Movies	3	COMM 290	The Movies	3	PPE Creative Expr.
LIT 101	Intro to Literature	3	ENG 125	Introduction to Literature	3	PPE Creative Expr.
LIT 111	American Lit Since Mid-1800's	3	ENG 210	American Literature II	3	PPE Creative Expr.
LIT 150	World Literature	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
LIT 166	Science Fiction	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
LIT 185	Contemporary Literature	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
LIT 188	Detective Fiction	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
LIT 193	Humor in Literature	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
LIT 209	Literature Film Adaptation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
LIT 210	The Graphic Novel	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
MUS 100	Music Appreciation	3	MUS 100	Introduction to Music	3	PPE Creative Expr.
MUS 202	World Music	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
MUS 205	Jazz History & Appreciation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHI 101	Introduction to Philosophy	3	PHIL 150	Introduction to Philosophy	3	PPE Creative Expr.
PHI 111	Basic Reasoning	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
Professional Communication (Written) PPE Requirement						
ENG 106	Composition II	3	ENG 102	English Composition II	3	PPE ENG 102
Science PPE Requirement						
BIO 104	Introductory Biology w/ Lab	3	BIO 100	General Biological Science	3	PPE Science
BIO 112	General Biology I	4	BIO 135	Principles of Biology I	4	PPE Science
BIO 145	Ecology of Iowa	3	BIO 215	Local Field Science	3	PPE Science
BIO 146	Genetics	3	SCI 150	Science Gen Ed	3	PPE Science
BIO 151	Nutrition	3	BIO 165	Human Biology & Nutrition	3	PPE Science
BIO 157	Human Biology	4	SCI 150	Science Gen Ed	4	PPE Science
BIO 164	Essentials of Anatomy/Physiology	5	BIO 268	Intro to Human Anat/Physiology	5	PPE Science
BIO 168	Anatomy & Physiology I	4	BIO 270	Human Anatomy & Physiology I	4	PPE Science
BIO 225	Marine Biology I	4	SCI 150	Science Gen Ed	4	PPE Science
BIO 227	Marine Biology II	4	SCI 150	Science Gen Ed	4	PPE Science
BIO 260	Biology of Aging	3	SCI 150	Science Gen Ed	3	PPE Science
BIO 295	General Ecology and Lab	4	SCI 150	Science Gen Ed	4	PPE Science
BIO 732	Health Science Microbiology	4	SCI 150	Science Gen Ed	4	PPE Science
BIO 733	Health Science Anatomy	3	SCI 150	Science Gen Ed	3	PPE Science
BIO 734	Health Science Physiology	3	SCI 150	Science Gen Ed	3	PPE Science
CHM 105	Survey of Chemistry	3	CHEM 140	Chemistry for Everyday Life	3	PPE Science
CHM 122	Intro to General Chemistry	4	SCI 150	Science Gen Ed	4	PPE Science
CHM 132	Intro to Organic/Biochemistry	4	SCI 150	Science Gen Ed	4	PPE Science
ENV 115	Environmental Science	3	ES 161	Intro to Environmental Science	3	PPE Science
HSC 128	Anatomy & Phys for Allied	3	SCI 150	Science Gen Ed	3	PPE Science
PHS 166	Meteorology, Weather & Climate	4	SCI 150	Science Gen Ed	4	PPE Science
PHY 710	Technical Physics	3	SCI 150	Science Gen Ed	3	PPE Science
Human Values & Cultural Perspectives PPE Requirement						
ANT 105	Cultural Anthropology	3	ANTH 110	Intro. To Cultural Anthropology	3	PPE HVCP
COM 146	Gender, Sexuality & Media	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
COM 148	Diversity and the Media	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
GEO 124	Reg. Geog. Of the Nonwest World	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
GLS 200	Country Study	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
GLS 220	The Middle East & Islam	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
GLS 230	Latin America	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
HIS 257	African-American History	3	HIST 330	African American History	3	PPE HVCP
HSV 185	Discrimination and Diversity	3	SOC 240	Diversity in the US	3	PPE HVCP
JOU 113	Gender, Sexuality & Media	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
JOU 114	Diversity and the Media	3	HVCP 150	Hum. Values & Cltrl Persp. Gen Ed	3	PPE HVCP
LIT 130	African-American Literature	3	ENG 265	African American Literature	3	PPE HVCP
REL 101	Survey of World Religions	3	REL 120	Introduction to World Religions	3	PPE HVCP

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SPC 120	Intercultural Communication	3	COMM 221	Intercultural Communication	3	PPE HVCP
SOC 200	Minority Group Relations	3	SOC 240	Diversity in the US	3	PPE HVCP
Business Core Requirement						
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II	4	Business Core
ECN 120	Principles of Macroeconomics	3	ECON 161	Principles of Macroeconomics	3	Business Core
BUS 185	Business Law I	3	BA 302	Business Law & Ethics	3	Business Core
BUS 231	Quant. Methods/Bus Decisions	4	BA 356	Quant. Analysis for Bus II	4	Business Core
MAT 162	Prin. of Business Statistics	4	BA 256	Quant. Analysis for Business I	4	PPE QR & Bus Core
OR	OR	OR	OR	OR	OR	
MAT 156	Statistics	3	MATH 220	Elementary Statistics	3	