

PROGRAM EQUIVALENCY GUIDE

Fox Valley Technical College Associate Degree in Marketing

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Upper Iowa University Bachelor Degree in Marketing

August 2010

FVTC Online Catalog // UIU 2009-10 Academic Extension Catalog

FVTC Associate in Marketing			Transfer as UIU Course			
Course Num	Course Name	# Cr	Course Num	Course Name	# Cr	Requirement Fulfilled
Technical Studies (44 credits)						
10-101-107	Principles of Accounting	3	-----	-----	3	elective
10-102-103	Business Law 1	3	BA 302	Business Law I	3	Business Core
10-102-112	Introduction to Business	3	-----	-----	3	elective
10-103-100	Introduction to MS Word 2007	1	-----	-----	1	elective
10-104-113	Marketing Research	3	-----	-----	3	elective
10-104-114	Marketing Management	3	BA 380	Marketing Management	3	Major
10-104-121	Marketing Communications Development	3	-----	-----	3	elective
10-104-124	Advanced Sales Workshop	3	-----	-----	3	elective
10-104-147	Promotion Principles	3	BA 363	Advertising and Integrated Marketing Communications	3	Major elective *
10-104-150	Marketing Internship 1	1	-----	-----	1	elective
10-104-151	Principles of Marketing 1	3	BA 208	Marketing Principles	3	Business Core
10-104-163	Sales Management	3	BA 315	Sales Management	3	Major elective *
10-104-166	Sales Principles	3	-----	-----	3	elective
10-104-157	Retail Principles	3	BA 355	Retailing	3	Major elective *
10-104-182	Data Base Marketing	3	-----	-----	3	elective
10-196-191	Supervision	3	BA 362	Supervision	3	elective
General Studies (21 credits)						
10-801-195	Written Communication	3	ENG 101	Basic Composition	3	Gened- Commun
10-801-196	Oral/Interpersonal Communication	3	COMM 100	Interpersonal Communication	3	Gened- Commun
10-804-123	Math with Business Applications	3	-----	-----	3	elective
10-809-166	Intro Ethics:Theory & Application	3	PHIL 202	Contemporary Ethics	3	Gened – Arts/Hum
10-809-195	Economics	3	BA 160	Microeconomic Principles	3	Business Core
10-809-197	Contemporary American Society	3	SOC xxx	Social Science Gen Ed	3	Gened- Soc Sci
10-809-199	Psychology of Human Relations	3	PSY xxx	Social Science Gen Ed	3	Gened- Soc Sci
Electives (3 credits required) ~~ following are FVTC suggestions for their program (see UIU suggestions later)						
10-104-110	DECA Leadership	1	-----	-----	(1)	elective
10-104-120	Advertising/Copywrite/Layout	3	-----	-----	(3)	elective
10-104-130	Marketing – Field Study	3	-----	-----	(3)	elective
10-104-134	Marketing – Internship 2	2	-----	-----	(2)	elective
10-104-191	Customer Service	1	-----	-----	(1)	elective
10-145-100	Entrepreneurial Adventure	3	-----	-----	(3)	elective
					68	

>> Completed: 3 credits in the Major / 9 credits in the Business Core / 15 Gened credits / 41 elective credits <<

* All 4 of these are listed for the UIU major, but only 1 counts as fulfilling that requirement

Remaining Gened Requirements:	Arts/Humanities	3 credits
	Communications (ENG 102)	3 credits
	Mathematics (MATH 105 or 109)	3 credits
	Computer Skills (MIS 101)	3 credits
	Natural Sciences	6 credits
	Social Sciences	0 credits
	Cultures	3 credits
	Critical Thinking (ID 301)	3 credits
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		24

Remaining Major Requirements:	<u>CORE</u>	
	BA 161	Macroeconomic Principles 3 credits
	BA 201	Accounting Principles I 3 credits
	BA 202	Accounting Principles II 3 credits
	BA 210	Management Principles 3 credits
	BA 222	Management Information Systems 3 credits
	BA 341	Corporate Financial Management 3 credits
	BA 356	Quantitative Decisions in Business 3 credits
	MATH 220	Elementary Statistics 3 credits
	<u>MARKETING</u>	
	BA 358	Consumer Behavior 3 credits
	BA 451	Marketing Research 3 credits
	BA 456	Marketing Cases 3 credits
	ID 498-03	Senior Project 3 credits
	<i>One of the following:</i>	3 credits
	BA 424	Global Marketing
	BA 488	Economics of International Business
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		39

Upper Iowa University suggestions for electives at FVTC:

10-057-104	<i>Exploring Natural Resources</i>	fulfills 1 UIU Gened – Natural Science requirement
10-057-109	<i>Ecology</i>	fulfills 1 UIU Gened – Natural Science requirement
10-101-180	<i>Financial Accounting 1</i>	fulfills a requirement of the UIU business core
10-101-181	<i>Financial Accounting 2</i>	fulfills a requirement of the UIU business core
10-104-151	<i>Principles of Marketing 1</i>	fulfills a requirement of the UIU business core
10-196-107	<i>Intro to Business Management</i>	fulfills a requirement of the UIU business core
10-699-104	<i>Research Methods for Tech. Communications</i>	fulfills the last UIU Gened-Communications requirement
10-804-116	<i>College Technical Math 2</i>	fulfills the UIU Gened- Math requirement
10-804-198	<i>Calculus I</i>	fulfills the UIU Gened- Math requirement
10-806-104	<i>General Biology</i>	fulfills 1 UIU Gened – Natural Science requirement
10-806-134	<i>General Chemistry</i>	fulfills 1 UIU Gened – Natural Science requirement

Notes

A minimum of 120 semester credits is required for the BS Degree. Of those credits, a minimum of 36 credits must be upper division credits. Of these, at least 18 must be in the major.

A minimum 2.00 GPA, both in the major and cumulatively, is required at the time of graduation.

Up to 78 lower division and an additional 12 upper division semester credits from accredited institutions may be applied toward the minimum 120 semester credits required for the BS degree at Upper Iowa University. A minimum of 30 semester credits total and six credits in the major must be completed at Upper Iowa University.

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.