

Program Transfer Guide

Gateway Technical College Associate of Applied Science (AAS) in

Marketing

→ UIU Bachelor of Science (BS) in

MARKETING

FEBRUARY 2023



Years 1 & 2 at Gateway Technical College:

GTC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
Semester 1						
809-155	Gateway to Success	1	----	----	1	Free Elective
104-101	Marketing Principles	3	MKT208	Marketing Principles	3	Business Core
104-104	Selling Principles	3	MKT337	Personal Selling	3	Major
801-136	English Composition 1	3	ENG101	English Composition I	3	Gen Ed Comm./Wrtn
103-143	Computer for Professionals	3	IS102	Intro to Computer Apps & Technology	3	Gen Ed Comp. Skills
Semester 2						
104-105	Promotion Principles	3	MKT363	Advertising & Integrated Marketing Comm	3	Major
102-137 OR 102-160	Introduction to Business OR Business Law	3	----- OR BA302	----- OR Business Law I	3	Free Elective OR Business Core
104-194	International Marketing	3	----	----	3	Free Elective
804-135	Quantitative Reasoning	3	BA256	Quantitative Analysis for Business	3	Business Core
Semester 3						
801-196 OR 801-198	Oral/Interpersonal Comm OR Speech	3	COMM200 OR COMM105	Interpersonal Comm OR Public Speaking	3	Gen Ed Comm./Oral
809-198	Psychology, Introduction to	3	PSY190	General Psychology	3	Gen Ed Soc. Sci.
Semester 4						
104-133	Social Media Strategies	3	----	----	3	Free Elective
104-109	Marketing/Sports & Event Intro	3	----	----	3	Free Elective
104-173	Marketing Research	3	----	----	3	Free Elective
809-172	Diversity Studies, Intro to	3	SOC240	Diversity in the US	3	Gen Ed Cultures
Semester 5						
104-137	Digital Marketing	3	----	----	3	Free Elective
101-112 OR 101-114	Accounting for Business OR Accounting Principles	3 OR 4	ACCT 202 OR ACCT 201	Accounting Principles II OR Accounting Principles I	3	Business Core
104-115	Marketing Capstone/Internship	3	----	----	3	Free Elective
104-172	Marketing Management	3	----	----	3	Free Elective
Semester 6						
809-143	Microeconomics	3	ECON160	Principles of Microeconomics	3	Business Core
XXX-XXX	Elective Course	3	----	----	3	Free Elective
Total occupational course credits earned:		62	Total course credits accepted:		62	
Total credits required for graduation:		62				
Total transferable credits#:		62				

UIU recommendations are **bolded**.

Years 3 & 4 at Upper Iowa University:

Courses to be taken at Upper Iowa University	UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
	General Education Courses				
		any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---
		any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---
	ENG 101	English Composition I	3	Gen Ed Comm./Wrtn	801-136
	ENG 102	English Composition II	3	Gen Ed Comm./Wrtn	---
	COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3	Gen Ed Comm./Oral	801-198 OR 801-196
	IS 102	Intro Computer Applications & Technology	3	Gen Ed Computer Skills	103-143
		any Gen Ed in Natural Science	3	Gen Ed Natural Science	---
		any Gen Ed in Natural Science	3	Gen Ed Natural Science	---
		any Gen Ed in Social Science	3	Gen Ed Social Science	809-198
		any Gen Ed in Social Science	3	Gen Ed Social Science	809-143
		any Gen Ed in Cultures	3	Gen Ed Cultures	809-172
	MATH 105 or MATH107	College Mathematics with Applications * OR College Algebra	3	Gen Ed Math	
	Business Core Courses				
	ECON 160	Principles of Microeconomics	3	Business Core	809-143
	ECON 161	Principles of Macroeconomics	3	Business Core	---
	ACCT 201	Accounting Principles I	3	Business Core	101-114
	ACCT 202	Accounting Principles II	3	Business Core	---
	MKT 208	Marketing Principles	3	Business Core	104-101
	BA 210	Management Principles	3	Business Core	---
	BA 222	Management Information Systems	3	Business Core	---
	BA 302	Business Law and Ethics	3	Business Core	102-160
	FIN 341	Corporate Financial Management	3	Business Core	---
	BA 256 OR MATH 220	Quantitative Analysis for Business I Elementary Statistics	3	Business Core	804-135
	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	104-105
	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	---
	2 of the following:		6 3	Major	104-104
	MKT 315	Sales Management			
	MKT 337	Personal Selling			
	MKT 403	Internship			
				MKT 459	Contemporary Topics in Marketing
Total additional credits needed at UIU to complete degree:			63		
Total transferable credits from GTC:			62		
Total Earned Credits:			125		

~~ NOTES ~~**LEGEND:**

- # Transfer grades lower than a C- will not be accepted.
- () signifies credit listed within may change depending on course selection within UIU major.
- ♦ Special circumstance exists for the electives depending upon emphasis selected.
- * Must be completed at UIU or another four-year institution.
- ** Graduate course for undergraduate credit.
- @ indicates both courses are required to meet this course, else if only part of this combination is taken, all courses would be considered free electives.
- ▲ notates courses that are upper-division that have an option of taking at GTC, however, would require an upper-division course in place of this to meet degree requirement.
- ♦ notates courses that are upper-division and if taken, would reduce total upper-division electives required (3 credits per course) unless the course is transferred in (transfer work does not contribute to the upper-division requirement).
- • Course has a prerequisite.
- **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 Gateway Technical College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Gateway Technical College does not contribute to the upper-division credit requirement at UIU.

Upper Iowa University also offers **Graduate Link Programs**. These Graduate Link Programs allow students to take graduate level courses as part of their undergraduate degree. The Link courses apply to the undergraduate degree as well as to Upper Iowa University's graduate degrees. The tuition for the Link courses is charged at the undergraduate tuition rate. The opportunity to complete Graduate Link Program courses at the undergraduate level allows students to save both time and money on a graduate degree.

This program transfer guide is based on the October 2022 course-to-course articulation (UIU 2022-2023 catalog & GTC 2022-2023 catalog).

Maximize Your Transfer to UIU

Take up to 15 credits to fulfill general education and business core requirements.

Choose up to 15 additional credits at Gateway Technical College to transfer into Upper Iowa University to fulfill general education and business core requirements. View the Additional Elective Transfer Guide list below for course selection and recommendations. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

Choose up to 15 credits from the following areas:

- Arts/Humanities General Education Requirement – up to 6 credits
- Communication (Written) General Education Requirement – up to 3 credits
- Natural Science General Education Requirement – up to 6 credits
- Business Core Requirement – up to 15 credits

LEGEND:

- **Bolded** text indicates UIU recommendations
- • Course has a prerequisite

Additional Elective Transfer Guide						
GTC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Arts/Humanities General Education Requirement						
204-100	Design Concepts	4				
204-107	Digital Photography/Intro	3				
204-109	Graphic Design Professional Practices	3				
204-115	Digital Photography/Advanced	3				
204-120	Multimedia Survey	3				
204-125	Illustration Media Concepts	3				
204-129	Field Photography	2				
204-135	Design Concepts, Advanced	4				
204-143	Illustration, Advanced	3				
304-101	History of Furniture and Decorative Arts	3				
304-102	Principles of Interior Design	3				
304-118	Art History	3				
533-126 & 533-127	American Sign Lang 1 & American Sign Lang 2	2 & 2				
533-128 & 533-129	American Sign Lang 3 & ASL 4	2 & 2				
802-126	Spanish For Healthcare Providers	3				

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801-177 OR 801-205	Creative Writing	3	ENG170	Introduction to Creative Writing	3	
809-166	Ethics: Theory & Applications, Intro to	3	PHIL202	Contemporary Ethics	3	
802-124	SPA I: First Semester Spanish	4	SPN101	Beginning Spanish I	3	
802-201	Spanish 1	4	SPN101	Beginning Spanish I	3	
802-125	SPA II: Second Semester Spanish	4	SPN102	Beginning Spanish II	3	
802-202	Spanish 2	4	SPN102	Beginning Spanish II	3	
802-119	SPA III: Third Semester Spanish	4	SPN201	Intermediate Spanish I	3	
802-203	Spanish 3	4	SPN201	Intermediate Spanish I	3	
802-118	SPA IV: Fourth Semester Spanish	4	SPN202	Intermediate Spanish II	3	
802-204	Spanish 4	4	SPN202	Intermediate Spanish II	3	

Communication (Written) General Education Requirement

801-150 OR 801-202	English Composition II OR English Composition 2	3	ENG102	English Composition II	3	
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Natural Science General Education Requirement

806-114	General Biology	3	BIO100	General Biological Science	3	
806-203	Nutrition	3	BIO165	Human Biology & Nutrition	3	
806-197	Microbiology	4	BIO210	Microbiology	4	
806-177	General Anatomy & Physiology	4	BIO268	Intro to Human Anatomy & Physiology	4	
806-195	Anatomy & Physiology I	4	BIO270	Human Anatomy & Physiology I	4	
806-102	Environmental Chemistry	4	CHEM115	Environmental Chemistry	3	
001-107	Plant Biology for Horticulture	3				
806-112	Principles of Sustainability	3				
806-179	Anatomy & Physiology, Advanced	4				
806-201	Survey of Natural Science	4				
806-127	Chemistry 1	4				
806-134	General Chemistry	4				
806-186	Biochemistry/Introduction	4				
806-154	General Physics 1	4	PHY111 & PHY112	Intro Physics I & Intro Physics Lab I	3 & 1	

Business Core Requirement

101-112 OR 101-116	Accounting for Business OR Corporate Accounting	3	ACCT202	Accounting Principles II	3	
106-023	Office Management	3	BA210	Management Principles	3	
106-022 OR 107-011	Information Mgmt for Business OR IT in Business	3	BA222	Management Information Systems	3	

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105-106	Business Communication	3	BA374	Business Communications	3	
809-144 OR 809-201	Macroeconomics	3	ECON161	Principles of Macroeconomics	3	