

PROGRAM EQUIVALENCY GUIDE

Gateway Technical College Associate Degree in *General Marketing*

- to -

Upper Iowa University Bachelor Degree in *Marketing*

March 2014

Gateway General Marketing Course			Transfers as UIU Course			
Course Num	Course Name	# Cr	Course Num	Course Name	# Cr	Requirement Fulfilled
First Term						
102-137 or 102-160	Intro to Business Business Law	3	---	elective	3	elective
			BA 302	Business Law I	3 #	Business Core
103-143	Computers for Professionals	3	---	elective	3	elective
104-101	Marketing Principles	3	BA 208	Marketing Principles	3	Business Core
104-104	Selling Principles	3	BA 337	Personal Selling	3 #	Major
801-136	English Composition I	3	ENG 101	Basic Composition	3	Gened-Communications
801-196 or 801-198	Oral/Interpersonal Communication Speech	3	COMM 200 COMM 105	Interpersonal Communications Public Speaking	3	elective Gened-Communications
Second Term						
104-161	Selling Principles, Advanced	3	---	elective	3	elective
804-115 or 804-123	College Technical Math I Math with Business Applications	5 3	---	elective	5 3	elective
809-198	Intro to Psychology	3	PSY 190	General Psychology	3	Gened-Social Sciences
103-103	Microsoft Excel II	1	---	elective	1	elective
Third Term						
104-105	Promotion Principles	3	BA 363	Advertising & Integrated Marketing Communications	3 #	elective
104-173	Marketing Research	3	---	elective	3	elective
801-197	Technical Reporting	3	---	elective	3	elective
809-172	Intro to Diversity Studies	3	SOC 224	Diversity in the United States	3	Gened-Cultures
Fourth Term						
101-112 or 102-114	Accounting for Business Accounting Principles	3 4	---	elective	3 4	elective Business Core
			BA 201	Accounting Principles I		
104-115	Marketing Capstone – Internship	3	---	elective	3	elective
104-116	Electronic Marketing/Social Media	3	---	elective	3	elective
104-172	Marketing Management	3	BA 380	Marketing Management	3 #	elective
809-144	Macroeconomics	3	BA 161	Macroeconomic Principles	3	Business Core
Terms 2, 3 and/or 4 – take 3 of these 4:						
102-121 104-119 104-127 104-194	Credit Management Visual Merchandising Retailing International Marketing	3	---	elective elective Retailing elective	3 3 3 # 3	elective elective Major elective
			BA 355			
General Electives – 6 credits of associate-level courses					6	<i>depends on courses taken*</i>

Credits transferrable to UIU: **70-73**

Although GTC course transfers as equivalent to a 300/400-level UIU course, the credits do not count as upper-division credits at UIU.

* See course-to-course articulation for equivalency of courses taken; credits not included in subtotals below.

Remaining Gened Requirements:	Arts/Humanities	6 credits
	Communications	0 credits
	Mathematics (MATH 105)	3 credits
	Natural Sciences	6 credits
	Social Sciences	0 credits
	Cultures	3 credits
	Critical Thinking (ID 301)	3 credits
		=====
		21
Remaining Major Requirements:	<u>Business Core</u>	
	BA 160 Microeconomic Principles	3 credits
	BA 201 Accounting Principles I	0-3 credits
	BA 202 Accounting Principles II	3 credits
	BA 210 Management Principles	3 credits
	BA 222 Management Information Systems	3 credits
	BA 225 Business Ethics	3 credits
	or PHIL 202 Contemporary Ethics	
	BA 302 Business Law I	0-3 credits
	BA 341 Corporate Financial Management	3 credits
	BA 356 Quantitative Decisions in Business	3 credits
	MATH 220 Elementary Statistics	3 credits
		=====
		24-30
	<u>Major</u>	
	BA 358 Consumer Behavior	3 credits
	BA 451 Marketing Research	3 credits
	BA 456 Marketing Cases	3 credits
	BA 424 Global Marketing	3 credits
	or BA 488 Economics of International Business	
	ID 498_03 Senior Project	3 credits
		=====
		15

**** In addition to those listed above for the major (and core), another 6 credits of upper division courses are needed**

Courses suggested as Gateway electives for transfer to UIU:

196-136 Bsns Ethics/Conc/Princ	>> BA 225 Business Ethics	OR	809-166 Intro Ethics:Theory/Appl	>> PHIL 202 Contemp Ethics
809-143 Microeconomics	>> BA 160 Microeconomic Principles		Art or Foreign Language course	>> Art/Humanities Gened
804-197 College Algebra & Trig	>> MATH 105 Coll Algebra w/ Appls		806-134 General Chemistry	>> Natural Science Gened

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 those, 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.**