

**Program Transfer Guide**  
**Hawkeye Community College Associate of Applied Science (AAS) in**  
**MARKETING MANAGEMENT**  
**→ UIU Bachelor of Science (BS) in**  
**MARKETING**  
**MAY 2025**



**Years 1 & 2 at Hawkeye Community College:**

HCC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
<b>Term 1</b>						
BUS-102	Introduction to Business	3	----	----	3	Free Elective
<b>ENG-105</b> OR COM-781	<b>Composition I</b> OR Wrtn Comm in the Workplace	<b>3</b> OR 3	<b>ENG 101</b> OR ----	<b>English Composition I</b> OR ----	<b>3</b> OR 3	<b>PPE ENG 101</b> OR Free Elective
MAT-772 OR XXX-XXX	Applied Math OR Math Elective ( <b>MAT-156</b> )	3 OR 3	----	----	3 OR 3	Free Elective OR <b>PPE QR &amp; Bus Core</b>
MKT-110	Principles of Marketing	3	MKT 208	Marketing Principles	3	Business Core
MKT-160	Principles of Retailing	3	----	----	3	Free Elective
SDV-108	The College Experience	1	FYS 120/122	First Year Seminar	1	FYS 120/122
<b>Term 2</b>						
CSC-110 OR CSC-116	Introduction to Computers OR Information Computing	3 OR 3	IS 102	Intro to Comp App/Tech	3	Prereq to BA 256
<b>ECN-110</b> OR <b>ECN-130</b> OR ECN-120	<b>Introduction to Economics</b> OR <b>Principles of Microecon.</b> OR Principles of Macroecon.	<b>3</b> OR <b>3</b> OR 3	<b>ECON 160</b> OR ECON 161	<b>Principles of Microecon.</b> OR Principles of Macroecon.	<b>3</b> OR 3	<b>PPE Civ/Ethics &amp; Business Core</b> OR Business Core
MKT-121	Digital Marketing	3	----	----	3	Free Elective
MKT-140	Principles of Selling	3	MKT 337	Personal Selling	3	Major
SPC-101	Fund of Oral Communication	3	COMM 105	Public Speaking	3	PPE COMM 105
<b>Term 3</b>						
ACC-115 OR <b>ACC-152</b>	Introduction to Accounting OR <b>Financial Accounting</b>	4 OR <b>4</b>	----	----	4 OR <b>4</b>	Free Elective OR <b>PPE QR &amp; Bus Core</b>
BUS-295	Workplace Professionalism	2	----	----	2	Free Elective
MGT-101	Principles of Management	3	BA 210	Management Principles	3	Business Core
MKT-182	Customer Relationship Mgmt	3	----	----	3	Free Elective
PSY-102 OR <b>PSY-111</b> OR <b>SOC-110</b>	Human and Work Relations OR <b>Introduction to Psychology</b> OR <b>Introduction to Sociology</b>	3 OR <b>3</b> OR <b>3</b>	----	----	3 OR <b>3</b> OR <b>3</b>	Free Elective OR <b>PPE Social Science</b> OR <b>PPE Social Science</b>
Marketing Elective ( <b>ECN-120</b> )		3	<b>ECON 161</b>	<b>Principles of Macroecon.</b>	<b>3</b>	<b>Business Core</b>
<b>Term 4</b>						
BUS-183	Business Law	3	BA 302	Business Law & Ethics	3	Business Core
MGT-170	HR Management	3	BA 361	HR Management	3	Free Elective
MKT-152	Ad & Visual Merchandising	3	MKT 363	Ad/Integ. Mktg Comm	3	Major
Marketing Elective ( <b>ENG-106</b> )		3	<b>ENG 106</b>	<b>English Composition II</b>	<b>3</b>	<b>PPE ENG 102</b>
Marketing Elective ( <b>ACC-156</b> )		4	<b>ACCT 202</b>	<b>Accounting Principles II</b>	<b>4</b>	<b>Business Core</b>
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:**

Courses to be taken 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)	ENG-106
	COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3	PPE Prof Comm/Oral (PC)	SPC-101
		any Diversity, Equity & Inclusion	3	PPE Divers., Equity & Inclusion (DEI)	---
		any Quantitative Reasoning	3	PPE Quantitative Reasoning (QR)	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
		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	MAT-156
	IS 102	Computer Applications and Technology	3	Prereq. For BA 256	CSC-110 or CSC-116
	Business Core Courses				
	ECON 160	Principles of Microeconomics	3	Business Core/PPE CIV	ECN-110 OR ECN-130
	ECON 161	Principles of Macroeconomics	3	Business Core	ECN-120
	ACCT 201	Accounting Principles I	3	Business Core/PPE QR	ACC-152
	ACCT 202	Accounting Principles II	3	Business Core	ACC-156
	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	MAT-156
	BA 302	Business Law and Ethics	3	Business Core	BUS-183
	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-152
	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	---
	Two of the following:		6-3	Major	MKT-140
	MKT 315	Sales Management	MKT 403	Internship	
	<del>MKT 337</del>	<del>Personal Selling</del>	MKT 459	Contemporary Topics in Marketing	
	Additional Electives				
	Electives		10	Degree Requirements	---
Total additional credits needed at UIU to complete degree:		55			
Total transferable credits from HCC:		65			
Total Earned Credits:		120			



# Program Transfer Guide – HCC MARKETING MANAGEMENT → UIU MARKETING – May 2025

## ~~ 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 Hawkeye Community College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Hawkeye Community College does not contribute to the upper-division credit requirement at UIU.

*This program transfer guide is based on the December 2024 course-to-course articulation (UIU 2024-25 catalog & HCC 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.

### Transfer Table A

HCC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
<b>Marketing Electives</b>						
ACC-116	Introduction to Accounting II	4	----	----	4	Free Elective
<b>ACC-156</b>	<b>Managerial Accounting</b>	<b>4</b>	<b>ACCT 202</b>	<b>Accounting Principles II</b>	<b>4</b>	<b>Business Core</b>
BUS-180	Business Ethics	3	BA 225	Business Ethics	3	Free Elective
BUS-210	Business Statistics	3	BA 256	Quant Analysis for Business I	3	PPE QR & Bus Core
BUS-220	Introduction to International Bus.	3	BA 317	International Management	3	Free Elective
COM-140	Introduction to Mass Media	3	COMM 102	Introduction to Mass Media	3	Free Elective
<b>ECN-120</b>	<b>Principles of Macroeconomics</b>	<b>3</b>	<b>ECON 161</b>	<b>Principles of Macroecon.</b>	<b>3</b>	<b>Business Core</b>
ECN-130	Principles of Microeconomics	3	ECON 160	Principles of Microeconomics	3	PPE Civ/Ethics & Business Core
<b>ENG-106</b>	<b>Composition II</b>	<b>3</b>	<b>ENG 102</b>	<b>English Composition II</b>	<b>3</b>	<b>PPE ENG 102</b>
FIN-121	Personal Finance	3	FIN 288	Personal Financial Mgmt.	3	Free Elective
MGT-110	Small Business Management	3	BA 370	Entrepr./Small Bus Mgmt	3	Free Elective
MGT-121	Project Management Basics	3	----	----	3	Free Elective
MGT-210	Management Decision Making	3	----	----	3	Free Elective
MKT-142	Consumer Behavior	3	MKT 358	Consumer Behavior	3	Major
MKT-198	Sports Marketing	3	----	----	3	Free Elective
MMS-134	Media Writing	3	----	----	3	Free Elective
<b>Math Electives</b>						
MAT-110	Math for Liberal Arts	3	MATH 101	Math for Liberal Arts	3	PPE Quant Reasoning
MAT-121	College Algebra	4	MATH 107	College Algebra	4	PPE Quant Reasoning
MAT-128	Precalculus	4	MATH 107	College Algebra	4	PPE Quant Reasoning
MAT-134	Trig. And Analytic Geometry	3	MATH 115	Trig. And Analytic Geometry	3	PPE Quant Reasoning
<b>MAT-156</b>	<b>Statistics</b>	<b>3</b>	<b>MATH 220</b>	<b>Elementary Statistics</b>	<b>3</b>	<b>PPE QR &amp; Bus Core</b>
MAT-210	Calculus I	4	MATH 120	Calculus I	4	PPE Quant Reasoning

## Maximize Your Transfer to UIU

*Take up to 13 credits to fulfill the Peacock Professional Experience (PPE), Business Core, Major and Elective Requirements.*

Choose up to 13 additional credits at Hawkeye Community College to transfer into Upper Iowa University to fulfill PPE, Business Core, Major and Elective 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
- Science PPE Requirement – up to 3 credits
- Diversity, Equity and Inclusion PPE Requirement – up to 3 credits
- Business Core Requirements – up to 3 credits (BA 222)
- Major Requirements – up to 3 credits (MKT-358)
- Elective Requirements – up to 10 credits