


<p>Program Transfer Guide</p> <p>Hawkeye Community College Associate in Applied Science (AAS) in MARKETING MANAGEMENT → UIU Bachelor of Science (BS) in MARKETING MARCH 2023</p>	 <p>UPPER IOWA UNIVERSITY</p> <p>EDUCATION BUILT FOR LIFE</p>
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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
Term 1						
BUS-102	Introduction to Business	3	---	---	3	Free Elective
BUS-108	Business College Experience	1	---	---	1	Free elective
ENG-105 OR COM-781	Composition I OR Written Comm in the Workplace	3	ENG 101 ---	English Composition I ---	3	Gen Ed Comm./Wrtn Free Elective
MAT-772 OR MAT-156	Applied Math OR Math Elective	3	---	---	3	Free Elective
MKT-110	Principles of Marketing	3	MKT 208	Marketing Principles	3	Business Core
PSY-102 OR PSY-111 OR SOC-110	Human and Work Relations Introduction to Psychology Introduction to Sociology	3 OR 3 OR 3	---	---	3 OR 3 OR 3	Free Elective Gen Ed Soc. Sci. Gen Ed Soc. Sci.
Term 2						
CSC-110	Introduction to Computers	3	IS 102	Intro to Comp Appl. & Tech	3	Gen Ed Comp. Skills
ECN-110 OR ECN-120 OR ECN-130	Introduction to Economics OR Principles of Macroeconomics OR Principles of Microeconomics	3 OR 3 OR 3	ECON 160 ECON 161 ECON 160	Principles of Microecon. Principles of Macroecon. Principles of Microecon.	3 OR 3 OR 3	Gen Ed Soc. Sci. & Bus. Core Gen Ed Soc. Sci. Gen Ed Soc. Sci. & Bus. Core
MKT-140	Principles of Selling	3	MKT 337	Personal Selling	3	Major
MKT-160	Principles of Retailing	3	---	---	3	Free Elective
SPC-101	Fund. of Oral Communication	3	COMM 105	Public Speaking	3	Gen Ed Comm./Oral
ENG-106	Marketing Elective	3	ENG 102	See transfer Table A	3	Gen Ed Comm/Wrtn
Term 3						
ACC-115 OR ACC-131	Introduction to Accounting OR Principles of Accounting I	4	---	---	4	Free Elective OR Major
BUS-295	Workplace Professionalism	2	---	---	2	Free Elective
MGT-101	Principles of Management	3	BA 210	Management Principles	3	Business Core
ACC-132	Marketing Elective	3	ACCT 202	See Transfer Table A	3	Business Core
MKT-142	Marketing Elective	3	MKT 358	See Transfer Table A	3	Major
Semester 4						
BUS-183	Business Law	3	BA 302	Business Law and Ethics	3	Business Core
MGT-170	Human Resource Management	3	BA 361	Human Resources Mgmt.	3	Free Elective
MKT-152	Advertising and Visual Merchandising	3	MKT 363	Advertising & Integrated Marketing Communications	3	Major
	Marketing Elective	3		See Transfer Table A	3	Free Elective
	Marketing Elective	3		See Transfer Table A	3	Free Elective
Total occupational course credits earned:		64	Total course credits accepted:		64	
Total transferable credits#:		64	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	ENG 105
	ENG 102	English Composition II	3	Gen Ed Comm./Wrtn	ENG 106
	COMM 105	Public Speaking	3	Gen Ed Comm./Oral	SPC 101
	IS 102	Intro Computer Applications & Technology	3	Gen Ed Computer Skills	CSC 110
		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	ECN 110 OR ECN 130
		any Gen Ed in Social Science	3	Gen Ed Social Science	PSY 111 OR SOC 110
		any Gen Ed in Cultures	3	Gen Ed Cultures	---
	Business Core Courses				
	MATH 220	Elementary Statistics	3	Gen Ed Math	MAT-156
	ECON 160	Principles of Microeconomics	3	Business Core	ECN 110 OR ECN 130
	ECON 161	Principles of Macroeconomics	3	Business Core	---
	ACCT 201	Accounting Principles I	3	Business Core	ACC-131
	ACCT 202	Accounting Principles II	3	Business Core	ACC-132
	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 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 142
	MKT 363	Advertising & Integrated Marketing 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	---
	2 of the following:		6 3	Major	MKT 140 & ---
	MKT 315 Sales Management		MKT 459	Contemporary Topics in Marketing	
	MKT 337 Personal Selling [MKT 140]		MKT 403	Internship	
	Additional Credits		5	Degree requirement	----
Total additional credits needed at UIU to complete degree:		56			
Total transferable credits from HCC:		64			
Total Earned Credits:		120			

~~ 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.

Transfer guide is based on the March 2023 course-to-course articulation (UIU 2022-23 catalog & HCC 2022-2023 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
Marketing Electives						
ACC 116	Introduction to Accounting II	4	---	---	4	Free Elective
ACC-132	Principles of Accounting II	4	ACCT 202	Accounting Principles II	4	Major
BCA 132	Electronic Communications	3	---	---	3	Free Elective
BCA-213	Intermediate Comp. Bus. Appl.	3	IS 102	Intro to Comp Appl. & Tech	3	Gen Ed Comp Skills
BUS 180	Business Ethics	3	---	---	3	Free Elective
BUS 220	Intro. to International Business	3	BA 317	International Management	3	Free Elective
BUS 903	Business Field Experience	3	---	---	3	Free Elective
COM 140	Introduction to Mass Media	3	COMM 102	Introduction to Mass Media	3	Free Elective
ENG 106	Composition II	3	ENG 102	English Composition II	3	Gen Ed Comm./Wrtn
FIN 121	Personal Finance	3	FIN 288	Personal Financial Mgmt.	3	Free Elective
GRA 133	Desktop Publishing	4	---	---	4	Free Elective
MGT 110	Small Business Management	3	BA 370	Entrepr. & Small Bus. Mgmt.	3	Free Elective
MGT-121	Project Mgmt 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
Math Electives						
MAT-110	Math for Liberal Arts	3	----	----	2	Free elective
MAT-121	College Algebra	4	MATH 107	College Algebra	4	Gen Ed Mathematics
MAT-128	Precalculus	4	MATH 107	College Algebra	4	Gen Ed Mathematics
MAT-134	Trig. & Analytic Geometry	3	MATH 115	Trig. & Analytic Geometry	3	Gen Ed Mathematics
MAT-156	Statistics	3	MATH 220	Elementary Statistics	3	Gen Ed Math & Major
MAT-210	Calculus I	4	MATH 120	Calculus I	4	Gen Ed Mathematics
MAT-216	Calculus II	4	MATH 200	Calculus II	4	Free elective
MAT-219	Calculus III	4	MATH 215	Multivariable Calculus	4	Free elective

Maximize Your Transfer to UIU

Take up to 14 credits to fulfill general education and business core requirements.

Choose up to 14 additional credits at Hawkeye Community College to transfer into Upper Iowa University to fulfill general education 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 14 credits from the following areas:

- Arts/Humanities General Education Requirement – up to 6 credits
- Natural Science General Education Requirement – up to 6 credits
- Cultures General Education Requirement – up to 3 credits
- Business Core Requirement – up to 6 credits