

**Program Transfer Guide**

**Hawkeye Community College Associate in Applied Science (AAS) in  
MARKETING MANAGEMENT  
→ UIU Bachelor of Science (BS) in  
MARKETING  
JUNE 2023**



**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 Written Comm in the Workplace	<b>3</b>	<b>ENG 101</b> OR ---	<b>English Composition I</b> OR ---	<b>3</b>	<b>Gen Ed Comm./Wrtn</b>  Free Elective
MAT-772 OR	Applied Math OR <b>Math Elective (MAT-156)</b>	3	---	---	3	Free Elective  <b>Gen Ed Math/Bus. Core</b>
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 OR <b>Introduction to Psychology</b> OR <b>Introduction to Sociology</b>	3 OR 3 OR 3	---	---	3 OR 3 OR 3	Free Elective  <b>Gen Ed Soc. Sci.</b>  <b>Gen Ed Soc. Sci.</b>
SDV-108	The College Experience	1	----	----	1	Free elective
<b>Term 2</b>						
CSC-110	Introduction to Computers	3	IS 102	Intro to Comp Appl. & Tech	3	Gen Ed Comp. Skills
<b>ECN-110</b> OR ECN-120 OR <b>ECN-130</b>	<b>Introduction to Economics</b> OR Principles of Macroeconomics OR <b>Principles of Microeconomics</b>	<b>3</b> OR 3 OR <b>3</b>	<b>ECON 160</b> OR ECON 161 OR <b>ECON 160</b>	<b>Principles of Microecon.</b>  Principles of Macroecon.  <b>Principles of Microecon.</b>	<b>3</b> OR 3 OR <b>3</b>	<b>Gen Ed Soc. Sci. &amp; Bus. Core</b>  Gen Ed Soc. Sci.  <b>Gen Ed Soc. Sci. &amp; Bus. Core</b>
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
	Marketing Elective	3	---	See Transfer Table A	3	Free elective
<b>Term 3</b>						
ACC-115 OR <b>ACC-152</b>	Introduction to Accounting OR <b>Financial Accounting</b>	4	---	---	4	Free Elective OR <b>Business Core</b>
BUS-295	Workplace Professionalism	2	---	---	2	Free Elective
MGT-101	Principles of Management	3	BA 210	Management Principles	3	Business Core
	Marketing Elective ( <b>ENG-106</b> )	<b>3</b>	<b>ENG 102</b>	<b>English Composition II</b>	<b>3</b>	<b>Gen Ed Comm Wrtn.</b>
	Marketing Elective	3	---	See Transfer Table A	3	Free elective
<b>Semester 4</b>						
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 ( <b>MKT-142</b> )	<b>3</b>	<b>MKT 358</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>Major</b>
	Marketing Elective ( <b>ACC-156</b> )	<b>3</b>	<b>ACCT 202</b>	<b>Accounting Principles II</b>	<b>3</b>	<b>Business Core</b>
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:**

UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
<b>General Education Courses</b>				
	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	---
<b>Business Core</b>				
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-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 302	Business Law and Ethics	3	Business Core	BUS 183
FIN 341	Corporate Financial Management	3	Business Core	---
MATH 220	Elementary Statistics	3	Business Core	MAT-156
BA 356	Quantitative Analysis for Business II	3	Business Core	---
BA 374	Business Communication	3	Business Core	---
BA 460	Strategic Management	3	Business Core	---
<b>Major Courses</b>				
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	
<b>Additional Electives</b>				
Additional electives		5	Degree Requirements	
Total additional credits needed at UIU to complete degree:		<b>56</b>		
Total transferable credits from HCC:		64		
<b>Total Earned Credits:</b>		<b>120</b>		

## ~~ 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 transfer guide is based on the November 2023 course-to-course articulation (UIU 223-24 catalog & HCC 2023-24 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.

<b>Transfer Table A</b>						
<b>HCC ELECTIVES</b>			<b>Transfers as UIU Course</b>			
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>
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	BA 225	Business Ethics	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
<b>ENG 106</b>	<b>Composition II</b>	<b>3</b>	<b>ENG 102</b>	<b>English Composition II</b>	<b>3</b>	<b>Gen Ed Comm./Wrtn</b>
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. and Small Bus. Mgmt	3	Free Elective
MGT-121	Project Mgmt Basics	3	---	---	3	Free Elective
MGT 210	Management Decision Making	3	---	---	3	Free Elective
<b>MKT 142</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>MKT 358</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>Major</b>
MKT 198	Sports Marketing	3	---	---	3	Free Elective
MMS 117	Social Media for Business	3	---	---	3	Free Elective
<b>Math Electives</b>						
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
<b>MAT-156</b>	<b>Statistics</b>	<b>3</b>	<b>MATH 220</b>	<b>Elementary Statistics</b>	<b>3</b>	<b>Gen Ed Math/ Major</b>
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