

U P P E R I O W A U N I V E R S I T Y

Iowa Western Community College and Upper Iowa University

Program to Program Articulation

AAS in Marketing/Lodging and Hospitality Management Option – BS in Marketing

Upper Iowa University			Iowa Western Community College		
General Education Courses					
Course #	UIU Course	Credits	Course #	Course	Credits
Arts & Humanities 6 semester hours	Fine Arts, Literature, Foreign Lang, Philosophy, Religion				
		3			
		3			
Communication 9 semester hours					
ENG 101	Basic Composition	3			
ENG 102	English Composition II	3			
COMM 100 OR COMM 105	Interpersonal Communications OR Public Speaking	3	SPC 112A SPC 111A	Interpersonal Communications OR Public Speaking IWCC Communications Elective	3
Computer Skills 3 semester credits	Computer Skills	3	CSC 141A	Microcomputer Applications General Elective	3
Mathematics 3 semester credits					
MATH 105	College Math	3			
Natural Sciences 6 semester credits					
	Biological/Physical Science	3			
	Biological/Physical Science	3			
Social Sciences 6 semester credits					
	Social Science	3	ECN 225A	Principles of Macroeconomics IWCC Social Science Elective	3
	Social Science	3			
Cultures 3 semester credits					
		3			
Critical Thinking					
ID 301	Critical Thinking	3		Non-transferable	
Total General Education courses		39		9 credits transferred	
Business Core					
BA 201	Accounting Principles I	3	ACC 120A	Principles of Accounting IWCC MKT/BUS Elective 1	3
BA 202	Accounting Principles II	3			
BA 208	Marketing Principles	3	MKT 155A	Principles of Marketing	3
BA 210	Management Principles	3	MGT 145A	Principles of Management	3
MATH 220	Elementary Statistics	3			
BA 222	Management Information Systems	3			
BA 225	Business Ethics	3			
BA 302	Business Law I	3			
BA 303	Business Law II	3			
BA 341	Corporate Financial Management	3			
BA 356	Quantitative Decisions in Business	3			
BA 361	Human Resources Management	3	MGT 140A*	Human Resource Management	3
BA 488	Economics of International Business	3			

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Total Business Core Credits		39		12 Credits Transferred	
Marketing Major Courses					
BA 358	Consumer Behavior	3			
BA 363	Advertising & Integrated Marketing Communications	3			
BA 424	International Marketing	3			
BA 451	Marketing Research	3			
BA 456	Marketing Cases	3			
ID 498	Senior Project	3		Non-transferable	
One of the following:		3			
BA 315 BA 355 BA 380 BA 414 BA 459	Sales Management Retailing Marketing Management New Product Development Contemporary Topics in Marketing		MKT 132A	Retail Mgt - MKT/BUS Elective 2	3
Total Business Administration Major Credits		21		3 credits transferred	
General Elective Credits					
			MKT 600T	Front Office Procedures	3
			MKT 138A	Principles of Selling	3
			MKT 607T	Hospitality Law	3
			MKT 142A	Marketing Mathematics	3
			MKT 151A	Customer Service	3
			MKT 154A	Principles of Advertising	3
			BUS 134A	Business Communication	3
			BUS 201A	E-Business	3
			BUS 166A	Intro to Entrepreneurship	3
			MKT 144A, -46A, -48A	Marketing Internship I, II and III	12
			MKT 133A, -53A, -52A	Seminar I, II and III	3
			APT 112A	Career Strategies	3
			CSC 156A	Desktop Publishing	3
Total General Elective Credits		21		45 Elective Credits Transferred	
BS Degree Total		120		69 Total Credits Transferred	

** Fulfills degree requirement but does not fulfill upper level requirement*

Notes:

As of 23 June 2006,

Every effort was made to insure the accuracy and completeness of the above program-to-program articulation at the time it was developed. Upper Iowa University reserves the right to make any corrections, additions or deletions as necessary. Students should use the above articulation as a guide and address any questions to a UIU transfer advisor. The UIU Registrar will approve all transfer credit after reviewing the student's official IWCC transcript.

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 these, at least 18 must be in the major.

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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.

A minimum 2.00 GPA, both in the major and cumulatively, is required at the time of graduation.

Please refer to Upper Iowa University's Extended University Catalog at <http://www.uiu.edu/catalogs/eu/index.html> for complete details.

Students may take additional courses at IWCC for transfer as long as all UIU BS degree requirements are met. Consult a transfer advisor, using the course to course articulation for course equivalencies. Lower division courses may fulfill required degree courses but will not fulfill UIU's upper division credit requirements.

Suggestions (See Course to Course Articulation for selections):

Humanities

Mathematics

Physical Science

Social Science

Microeconomics

Cultures

ANT 121A Intro to Anthropology

ANT 201A Intro to Cultural Anthropology

Business Core

PHL 284A Ethics in Business

MAT 236A Statistics

Summary of Credits Needed if Program-to-Program transfer plan outlined above is followed:

Needed:

30 credits – General Education

27 credits – Business Core

18 credits – Marketing Major

0 credits - General Electives

Total: 75 credits - Needed for BS degree