

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*

*AS in Marketing Management – BS in Marketing*

Upper Iowa University			Iowa Western Community College		
<b>General Education Courses</b>					
Course #	UIU Course	Credits	Course #	Course	Credits
<b>Arts &amp; Humanities</b> 6 semester hours	Fine Arts, Literature, Foreign Lang, Philosophy, Religion				
		3		IWCC Humanities Elective Confer with advisor, using course to course articulation.	3
		3			
<b>Communication</b> 9 semester hours					
ENG 101	Basic Composition	3	ENG 101A	English Composition I	3
ENG 102	English Composition II	3	ENG 102 A	English Composition II	3
COMM 100 OR COMM 105	Interpersonal Communications OR Public Speaking	3	SPC 112A OR SPC 111A	Interpersonal Communications Public Speaking IWCC Speech Elective	3
<b>Computer Skills</b> 3 semester credits	Computer Skills	3	CSC 141A	Microcomputer Applications IWCC Computer Science Elective	3
<b>Mathematics</b> 3 semester credits					
MATH 105	College Math	3	MAT 154A OR MAT 157A	College Algebra OR Pre-Calculus/Trigonometry IWCC Math Elective	3
<b>Natural Sciences</b> 6 semester credits					
	Biological/Physical Science	3		IWCC Science Elective Confer with advisor using course to course articulation	3
	Biological/Physical Science	3		IWCC Math /Science Elective Confer with advisor using course to course articulation	
<b>Social Sciences</b> 6 semester credits					
	Social Science	3	ECN 225A	Principles of Macroeconomics IWCC SS Elective 1	3
	Social Science	3	ECN 226A	Principles of Microeconomics IWCC SS Elective 2	3
<b>Cultures</b> 3 semester credits		3	ANT 201A	Intro to Cultural Anthropology IWCC SS Elective 3	3
<b>Critical Thinking</b>					
ID 301	Critical Thinking	3		Non-transferable	
<b>Total General Education Courses</b>		<b>39</b>		<b>30 credits transferred</b>	
<b>Business Core</b>					
BA 201	Accounting Principles I	3	ACC 121A	Principles of Accounting I MKT/BUS Elective 1	3
BA 202	Accounting Principles II	3	ACC 122A	Principles of Accounting II MKT/BUS Elective 2	3
BA 208	Marketing Principles	3	MKT 155A	Principles of Marketing	3
BA 210	Management Principles	3	MGT 145A	Principles of Management	3

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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			
<b>Total Business Core Credits</b>		<b>39</b>		<b>15 Credits Transferred</b>	
<b>Marketing Major Courses</b>					
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	
<b>One of the following:</b>					
BA 315	Sales Management				
BA 355	Retailing				
BA 380	Marketing Management				
BA 414	New Product Development				
BA 459	Contemporary Topics in Marketing				
<b>Total Business Administration Major Credits</b>		<b>21</b>		<b>0 credits transferred</b>	
<b>General Elective Credits</b>					
			MKT 138A	Principles of Selling	3
			MKT 154A	Principles of Advertising	3
			MKT 524T BUS 166A	Visual Merchandising OR Intro to Entrepreneurship	3
			MKT 151A OR BUS 134A	Customer Service OR Business Communication	3
			MKT 144A, - 46A, -48A	Marketing Internship I, II or III	4
			MKT 133A, 152A, 153A	Seminar I, II or III	1
			BUS 134A OR BUS 201A	Business Communications OR E-business	3
<b>Total General Elective Credits</b>		<b>21</b>		<b>20 Elective Credits Transferred</b>	
<b>BS Degree Total</b>		<b>120</b>		<b>65 Total Credits Transferred</b>	

*\*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.*

*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:**

**General Education Cultures**

ANT 201A Intro to Cultural Anthropology

**Business Core**

MAT 236A Statistics

PHIL 284A Ethics in Business

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

Needed:

9 credits – General Education

24 credits – Business Core

21 credits – Marketing Major

1 credit - General Electives (may need to take a 3 credit hour course to fill the requirement)

Total: 55 credits - Needed for BS degree