

Program Transfer Guide

**Kansas City Kansas Community College
Associate in Applied Science (A.A.S.) in**

MARKETING

→ **UIU Bachelor of Science (B.S.) in**

MARKETING

August 2015



UPPER IOWA UNIVERSITY

Established in 1857®

KCKCC Course			Transfers as UIU Course		
Course Num	Course Name	# Cr	Course Num	Course Name	UIU Requirement Fulfilled
General Education Requirements					
ENGL0101	Composition I	3	ENG 101	Basic Composition	Gen Ed Written Commun
ENGL0102	Composition II	3	ENG 102	Composition II	Gen Ed Written Commun
SPCH0151 or SPCH0201	Public Speaking Interpersonal Communication	3	COMM 105 COMM 200	Public Speaking Interpersonal Communication	Gen Ed Oral Commun general elective
BUSN0110	Business Math	3	---	---	general elective
ECON0201 or PSYC0101	Principles of Macroeconomics Psychology		BA 161 PSY 190	Macroeconomic Principles General Psychology	Bsns Core & GE Soc Sci Gen Ed Social Sciences
	<i>Humanities core elective (non performance)</i>	3	---	---	Gen Ed Arts/Humanities ^A
	<i>Natural and Physical Science Core Elective</i>	3-5	---	---	Gen Ed Natural Science ^A
HUDV0100 or HUDV0101	First Year Experience Strategies for Excellence	1 2	---	---	general elective
Business Foundation Requirements					
BUSN0101	Accounting I	3	BA 201	Accounting Principles I	Business Core
BUSN0204	Business Law I	3	BA 302	Business Law I	Business Core
BUSN0210	Intro to Business	3	---	---	general elective
BUSN0211	Business Communications	3	BA 374 ^B	Business Communications	general elective
BUSN0111	Microcomputer Bsns Software	3	CS 102	Intro to Computer Appl's & Tech	Gen Ed Computers
BUSN0140	Essential Career Skills	1	---	---	general elective
Marketing Specialization Core Requirements					
BUSN0113	Marketing	3	BA 208	Principles of Marketing	Business Core
BUSN0216	E-Marketing	3	---	---	general elective
BUSN0260	Principles of Advertising	3	---	---	general elective
BUSN0263	Consumer Behavior	3	---	---	general elective
BUSN0264	Integrated Marketing Communications	3	---	---	general elective
BUSN0266	Principles of Selling	3	---	---	general elective
BUSN0269	Services Marketing	3	BA 227	Services Marketing	general elective

Business Electives <CHOOSE 5-6 CREDITS HOURS>					
BUSN0104	Small Business Management	3	---	---	general elective ^c
BUSN0108	Human Relations in Business	3	---	---	general elective
BUSN0285	Occupational Internship	3	---	---	general elective
BUSN0286	Principles of Management	3	BA 210	Principles of Management	Business Core
BUSN0294	Be Your Own Boss	3	---	---	general elective

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A – Check with UIU’s full course-to-course transfer guide to find courses which fulfill this requirement.

B -- Lower division transfer work does not contribute to the upper division credit requirement at UIU.

C – If BUSN0262 were also taken, together they would transfer as UIU’s BA 370.

UIU course		# Cr	Requirement Fulfilled	Transfer
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities	TBD
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities	---
ENG 101	Basic Composition	3	Gen Ed Communication/Written	ENGL0101
ENG 102	English Composition II	3	Gen Ed Communication/Written	ENGL0102
COMM 105	Public Speaking	(3)	Gen Ed Communication/Oral	(SPCH0151)
CS 102	Intro Computer Applications & Technology	3	Gen Ed Computer Skills	BUSN0111
MATH 105	College Algebra w/ Applications	3	Gen Ed Mathematics	---
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science	---
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science	---
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science	ECON0201 or PSYC0101
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science	---
	<i>any Gen Ed in Cultures</i>	3	Gen Ed Cultures	---
ID 301	Critical Thinking	3	Gen Ed Critical Thinking	---

BA 160	Microeconomic Principles	3	Business Core	---
BA 161	Macroeconomic Principles	(3)	Business Core	(ECON0201)
BA 201	Accounting Principles I	3	Business Core	BUSN0101
BA 202	Accounting Principles II	3	Business Core	BUSN0102
BA 208	Marketing Principles	(3)	Business Core	(BUSN0113)
BA 210	Management Principles	(3)	Business Core	(BUSN0286)
BA 222	Management Information Systems	3	Business Core	---
BA 225 or PHIL 202	Business Ethics Contemporary Ethics	3	Business Core	---
BA 302	Business Law I	3	Business Core	BUSN0204
BA 341	Corporate Financial Management	3	Business Core	---
BA 356	Quantitative Decisions in Business	3	Business Core	---
MATH 220	Elementary Statistics	3	Business Core	---

BA 358	Consumer Behavior	3	Major	---
BA 451	Marketing Research	3	Major	---
BA 456	Marketing Cases	3	Major	---
BA 460	Strategic Management	3	Major	---
1 of the following:		3	Major	---
BA 424 <i>Global Marketing</i>				
BA 488 <i>Economics of International Business</i>				
1 of the following:		3	Major	---
BA 315 <i>Sales Management</i>				
BA 317 <i>International Management</i>				
BA 337 <i>Personal Selling</i>				
BA 355 <i>Retailing</i>				
BA 363 <i>Advertising & Integrated Mktg Communications</i>				
BA 380 <i>Marketing Management</i>				
			BA 414 <i>New Product Development</i>	
			BA 424 <i>Global Marketing</i>	
			BA 445 <i>Contemporary Topics in Management</i>	
			BA 459 <i>Contemporary Topics in Marketing</i>	
			BA 488 <i>Economics of International Business</i>	

additional upper division credits	9
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Courses in parentheses may or may not have been taken at KCKCC.

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.