

Program Transfer Guide

Milwaukee Area Technical College
Associate in Applied Science (AAS) in

MARKETING

→ **UIU Bachelor of Science (BS) in**

MARKETING

JUNE 2025



EDUCATION BUILT FOR LIFE

Years 1 & 2 at Milwaukee Area Technical College:

MATC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
BADM-106	MS Office for Bus. Appl.	3	IS 102	Intro to Comp. App/Tech	3	Prereq to BA 256
ENG-195 OR ENG-201	Written Communication OR English 1	3 OR 3	ENG 101	English Composition I	3	PPE ENG 101
MKTG-102	Marketing Principles	3	MKT 208	Marketing Principles	3	Business Core
MKTG-104	Selling Principles	3	MKT 337	Personal Selling	3	Major
ACCTG-110	Financial Accounting	3	ACCT 201	Accounting Principles I	3	PPE QR & Bus Core
MATH-107 OR MATH-2XX	College Mathematics OR Any 200-level Math course (MATH-260)	3 OR 3	---- OR MATH 220	---- OR Elementary Statistics	3 OR 3	Free Elective OR PPE QR & Bus Core
MKTG-125	Advertising: Brands & Camp.	3	MKT 363	Advertising/Integ. Mktg	3	Major
MKTG-173	Marketing Research/Analy.	3	----	----	3	Free Elective
MKTG-198	Visual Media Marketing	3	----	----	3	Free Elective
BADM-110	Bus. Comm. w/ Technology	3	----	----	3	Free Elective
ECON-195 OR ECON-2XX	Economics OR Any 200-level ECON course	3 OR 3	ECON 160 OR ----	Principles of Microecon. OR ----	3 OR 3	PPE Civ/Ethics & Bus Core OR Free Elective
ENG-197 OR ENG-2XX	Technical Writing OR Any 200-level ENG course (ENG-202)	3 OR 3	---- OR ENG 102	---- OR English Composition II	3 OR 3	Free Elective OR PPE ENG 102
MKTG-118	Social Media Marketing	3	----	----	3	Free Elective
MKTG-165	Digital Marketing	3	----	----	3	Free Elective
PSYCH-199 OR PSYCH-2XX	Psychology of Human Relations OR Any 200-level PSYCH course (PSYCH-231)	3 OR 3	CIV 150 OR PSY 190	Civ/Ethics/Citizen Gen Ed OR General Psychology	3 OR 3	PPE Civ/Ethics OR PPE Social Science
BADM-134	Business Org. & Management	3	BA 210	Management Principles	3	Business Core
MKTG-106	Retail & Consumer Marketing	3	----	----	3	Free Elective
MKTG-107	Customer Experience	3	----	----	3	Free Elective
MKTG-134	Integr. Marketing Communications	3	----	----	3	Free Elective
MKTG-144	Client Services	3	----	----	3	Free Elective
MKTG-175	Marketing Internship	1	----	----	1	Free Elective

Total occupational course credits earned: **61**
 Total transferable credits#: **61**

Total course credits accepted: **61**

*UIU recommendations are **bolded**.*

Years 3 & 4 at Upper Iowa University:

UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
Peacock Professional Experience (PPE) Courses				
FYS 120 <i>OR</i> FYS 122	First Year Seminar (Fayette) First Year Seminar (Online/Self-Paced)	3	Success in Higher Education	--- <i>OR</i> ---
ENG 101	English Composition I	3	PPE Prof Comm/Wrtn (PW)	ENG-195 or ENG-201
ENG 102	English Composition II	3	PPE Prof Comm/Wrtn (PW)	ENG-202
COMM 105 <i>OR</i> COMM 200	Public Speaking Interpersonal Communication	3	PPE Prof Comm/Oral (PC)	--- <i>OR</i> ---
	any Diversity, Equity & Inclusion	3	PPE Divers., Equity & Inclusion (DEI)	---
	any Quantitative Reasoning	3	PPE Quantitative Reasoning (QR)	<i>in major</i>
	any Science	3	PPE Science (SCI)	---
	any Social Science	3	PPE Social Science (SSCI)	PSYCH-231
	any Civics, Ethics & Citizenship	3	PPE Civics, Ethics & Citizenship (CIV)	ECON 160
	any Creative Expression	3	PPE Creative Expression (CREX)	---
Prerequisites				
MATH 101 <i>OR</i> MATH 105 <i>OR</i> MATH 107	Math for Liberal Arts <i>OR</i> College Mathematics with App. <i>OR</i> College Algebra	3	PPE QR & Prereq. for BA 256 or MATH 220 & ACCT 201	Met by MATH-260
IS 102	Computer Applications and Tech	3	Prereq. For BA 256	BADM-106
Business Core Courses				
ECON 160	Principles of Microeconomics	3	Business Core/PPE CIV	ECON-195
ECON 161	Principles of Macroeconomics	3	Business Core	---
ACCT 201	Accounting Principles I	3	Business Core/PPE QR	ACCTG-110
ACCT 202	Accounting Principles II	3	Business Core	---
MKT 208	Marketing Principles	3	Business Core	MKTG-102
BA 210	Management Principles	3	Business Core	BADM-134
BA 222	Management Information Systems	3	Business Core	---
BA 256 <i>OR</i> MATH 220	Quantitative Analysis for Business I <i>OR</i> Elementary Statistics	3	Business Core/PPE QR	MATH-260
BA 302	Business Law and Ethics	3	Business Core	---
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 363	Advertising & Integrated Mktg Comm	3	Major	MKTG-125
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	---
<i>Two of the following:</i>		6-3	Major	MKTG-102
MKT 315	Sales Management			
MKT 337	Personal Selling			
MKT 403	Internship			
		MKT 459	Contemporary Topics in Marketing	
Additional Electives				

Courses to be taken at Upper Iowa University

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Electives	2	Degree Requirements	---
Total additional credits needed at UIU to complete degree:	59		
Total transferable credits from MATC:	61		
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 Milwaukee Area Technical College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Milwaukee Area Technical College does not contribute to the upper-division credit requirement at UIU.

This program transfer guide is based on the June 2025 course-to-course articulation (UIU 2024-25 catalog & MATC 2024-25 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.

Elective Transfer Table

MATC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
200-Level Math						
MATH-200	Intermediate Algebra	4	MATH 105	College Math w/ Applications	4	PPE QR & Prereq
MATH-201	College Algebra	4	MATH 107	College Algebra	4	PPE QR & Prereq
MATH-202	Trigonometry	3	MATH 115	Trigonometry/Analytic Geom.	3	PPE QR & Prereq
MATH-230	College Algebra & Trigonometry	5	MATH 115	Trigonometry/Analytic Geom.	5	PPE Quant. Reason.
MATH-231	Analytic Geometry & Calculus I	5	MATH 120	Calculus I	5	PPE Quant. Reason.
MATH-234	Differential Eq. w/ Linear Algebra	4	QR 150	Quant Reasoning Gen Ed	4	PPE Quant. Reason.
MATH-250	Quantitative Reasoning	3	QR 150	Quant Reasoning Gen Ed	3	PPE Quant. Reason.
MATH-260	Basic Statistics	3	MATH 220	Elementary Statistics	3	PPE QR & Bus Core

Maximize Your Transfer to UIU

Take up to 17 credits to fulfill the Peacock Professional Experience (PPE), Business Core and Elective Requirements.

Choose up to 17 additional credits at Milwaukee Area Technical College to transfer into Upper Iowa University to fulfill PPE, Business Core and Elective requirements. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

Choose up to 17 credits from the following areas:

- Creative Expression PPE Requirement – up to 3 credits
- Professional Communication (Oral) PPE Requirement – up to 3 credits
- Science PPE Requirement – up to 3 credits
- Diversity, Equity and Inclusion PPE Requirement – up to 3 credits
- Business Core Requirements – up to 12 credits (*at least 6 credits lower division, see table*)
- Elective Requirements – up to 2 credits

Additional Elective Transfer Guide

MATC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
PPE Creative Expression Requirement						
ANIM-101	Basic Drawing for Animators	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-104	Principles of Character Dev.	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-106	Principles of 3D Animation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-111	Intermediate Digital Life Drawing	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-121	Intermediate 2D Animation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-124	Animation Layout & Design	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-125	3D Modeling	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-130	3D Simulations & Illustrations	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-133	Advanced Conceptual Design	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-138	Animation for Game Development	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-140	Timelines, Keyframes & Kinematics	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-141	Acting for Animation/Lip Sync	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-145	Intermediate 3D Animation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-156	Broadcast Animation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ANIM-165	Motion Analysis for Animation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART-201	Understanding Art	3	ART 100	Introduction to Art	3	PPE Creative Expr.
ART-202	Renaissance-Modern Art/Arch.	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART-203	Ancient to Medieval Art/Arch.	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ART-204	Drawing from Observation	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ENG-207	Creative Writing	3	ENG 170	Intro to Creative Writing	3	PPE Creative Expr.
ENG-214	American Literature Since 1865	3	ENG 210	American Literature II	3	PPE Creative Expr.
ENG-215	Contemporary Literature	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ENG-235	Utopian and Science Fiction Lit.	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
ENG-240	Intro to Modern Cinema	3	ENG 290	The Movies	3	PPE Creative Expr.
FLANG-202	Spanish I	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLANG-205	Spanish 2	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
FLANG-123	Intermediate Spanish	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
FLANG-213	Spanish 3	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
FLANG-214	Spanish 4	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
FLANG-221	French 1	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.

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FLANG-222	French 2	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
GRDS-103	Design Elements and Principles	3	GRAF 112	Introduction to Graphic Design	3	PPE Creative Expr.
GRDS-107	Digital Imaging: Adobe Photo.	3	GRAF 218	Digital Photography & Editing	3	PPE Creative Expr.
INDSGN-122	Styles of Furniture/Architecture	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
INTP-126	American Sign Language 1	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
INTP-127	American Sign Language 2	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
MUS-118	Music Analysis	3	MUS 100	Introduction to Music	3	PPE Creative Expr.
MUSIC-151	Music Theory 2	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
MUSIC-152	Composition 1	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
MUSIC-191	Performance Techniques 1	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
MUSIC-192	Performance Techniques 2	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
MUS-205	Music Appreciation	3	MUS 100	Introduction to Music	3	PPE Creative Expr.
MUS-206	History of Rock Music	3	MUS 202	American Popular Music	3	PPE Creative Expr.
MUSIC-210	World Music Sound & Structure	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-101	Digital Fundamental Photography	3	GRAF 218	Digital Photography & Editing	3	PPE Creative Expr.
PHOTO-103	Digital Photography	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-106	View Camera Techniques	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-121	Commercial Photography	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-124	Portraiture	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-130	Photographic Composition	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-141	Photoshop for Photographers 1	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
PHOTO-142	Photoshop for Photographers 2	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
SOCSCI-250	Introduction to Philosophy	3	PHIL 150	Introduction to Philosophy	3	PPE Creative Expr.
SPEECH-212	Introduction to Theater	3	THE 110	Introduction to Theatre	3	PPE Creative Expr.
PPE Professional Communication (Oral) Requirement						
ENG-196	Oral/Interpersonal Communication	3	COMM 200	Interpersonal Communication	3	PPE COMM 200
SPEECH-201	Elements of Speech	3	COMM 105	Public Speaking	3	PPE COMM 105
PPE Science Requirement						
BIOSCI-236	Principles of Biology	5	BIO 100	General Biological Science	5	PPE Science
BIOSCI-220	Intro to Nutritional Science	3	BIO 165	Human Biology & Nutrition	3	PPE Science
BIOSCI-260	Plagues, People and Power	3	SCI 150	Science Gen Ed	3	PPE Science
BIOSCI-280	Applied Nutrition	3	BIO 165	Human Biology & Nutrition	3	PPE Science
BIOSCI-197	Microbiology	4	BIO 210	Microbiology	4	PPE Science
BIOSCI-177	General Anatomy & Physiology	4	BIO 268	Intro to Human Anat/Physiology	4	PPE Science
BIOSCI-201	Anatomy and Physiology 1	4	BIO 270	Human Anatomy & Physiology I	4	PPE Science
CHEM-110	Basic Chemistry	5	CHEM 140	Chemistry for Everyday Life	5	PPE Science
CHEM-186	Introductory Biochemistry	4	SCI 150	Science Gen Ed	4	PPE Science
CHEM-200	Chemical Science	4	SCI 150	Science Gen Ed	4	PPE Science
CHEM-207	General Chemistry	4	SCI 150	Science Gen Ed	4	PPE Science
CHEM-208	Survey of Biochemistry	4	SCI 150	Science Gen Ed	4	PPE Science
CHEM-215	Quantitative Chemical Analysis	5	SCI 150	Science Gen Ed	5	PPE Science
CLABT-133	Clinical Microbiology	4	SCI 150	Science Gen Ed	4	PPE Science
ENVHEL-101	Intro to Environ. Health/Water	3	ES 161	Intro to Environmental Science	3	PPE Science
ENVHEL-102	Environmental Biology	4	SCI 150	Science Gen Ed	4	PPE Science
ENVHEL-109	Applied Environmental Chemistry	4	CHEM 115	Environmental Chemistry	4	PPE Science
GEOSCI-232	Earth Science	3	SCI 150	Science Gen Ed	3	PPE Science
GEOSCI-233	Environmental Science	3	ES 161	Intro to Environmental Science	3	PPE Science
GEOSCI-243	Weather Fundamentals	3	SCI 150	Science Gen Ed	3	PPE Science
GEOSCI-245	General Geology	4	ES 100	Introduction to Geology	5	PPE Science
GEOSCI-246	Climate Change Fundamentals	3	SCI 150	Science Gen Ed	3	PPE Science
PHYS-139	Survey of Physics	3	SCI 150	Science Gen Ed	3	PPE Science
PHYS-225	Introductory Astronomy	3	PHY 110	Introduction to Astronomy	3	PPE Science

PPE Diversity, Equity & Inclusion Requirement						
EDF-112	Edu: Equity in Education	3	EDU 162	Diversity for Teachers	3	PPE DEI
ENG-219	African American Literature 2	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
ENG-220	Native American Literature	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
ENG-222	Images of Women in Literature	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
ENG-223	African Am. Lit by/about Black Women	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
ENG-224	Intro to US Latino Literature	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HIST-214	African American History	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HIST-215	African American History & Culture	3	HIST 330	African American History	3	PPE DEI
HIST-216	History of American Minorities	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HIST-218	Native American History	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HIST-226	African History 1 Before 1800 C.E	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HIST-227	African History 2 Since 1800 C.E.	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HIST-231	Latin American History	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
HUMSVC-142	Multicul. Competence in HS	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
MEDINT-101	Cultural Awareness	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
PSYCH-230	Cultural Psychology	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
SOCSCI-172	Introduction to Diversity Studies	3	SOC 240	Diversity in the US	3	PPE DEI
SOCSCI-206	Intro to Cultural Anthropology	3	ANTH 110	Intro to Cultural Anthropology	3	PPE DEI
SOCSCI-210	Death and Dying	3	PSY 321	Death and Dying	3	PPE DEI
SOCSCI-217	Valuing Diversity	3	SOC 240	Diversity in the US	3	PPE DEI
SOCSCI-224	Peoples and Cultures of the World	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
SOCSCI-242	African Am. Social Thought/Cul.	3	DEI 150	Diversity/Equity/Inc. Gen Ed	3	PPE DEI
Business Core Requirement (at least 6 credits lower-division)						
ECON-202	Principles of Macroeconomics	3	ECON 161	Principles of Macroeconomics	3	Business Core
ACCTG-113	Accounting 2	4	ACCT 202	Accounting Principles II	4	Business Core
LDRSHP-195 OR RBUS-111	Comm. Strategies for Leaders OR Business Communications	3 OR 3	BA 374	Business Communication	3	Business Core
BADM-126 OR FIN-180	Business Finance OR Corporate Financial Management	3 OR 3	FIN 341	Corporate Financial Management	3	Business Core
BADM-165 AND SOCSCI-149	Legal Environment of Business AND Ethics for the Professions	3 AND 3	BA 302	Business Law & Ethics	3	Business Core
OR						
BADM-165 AND HRMGT-198	Legal Environment of Business AND Business Ethics	3 AND 3	BA 302	Business Law & Ethics	3	Business Core