

Program Transfer Guide

Madison College Associate in Marketing → UIU Bachelor of Science in Marketing

November 2016



UPPER IOWA UNIVERSITY
Established in 1857®

Madison College Course			Transfers as UIU Course		
Course Num	Course Name	# Cr	Course Num	Course Name	Requirement Fulfilled
Semester 1					
10-103-133 ^A	Excel – Beginning	1	----	elective	elective
10-103-137 ^A	Word – Beginning	1	----	elective	elective
10-103-143 ^A	Powerpoint – Beginning	1	----	elective	elective
10-104-102	Marketing Principles	3	BA 208	Marketing Principles	Business Core
10-104-104	Selling Principles	3	BA 337	Personal Selling	Major
10-104-113	Leadership Ethics in the Digital Age	3	BA 225	Business Ethics	Business Core
10-801-195	Written Communication	3	ENG 101	Basic Composition	Gen Ed Wrtn Commun
10-804-144 ^B	Math of Finance	3	----	elective	elective
Semester 2					
10-104-112	Marketing Design Strategies	3	----	elective	elective
10-104-114	Social Media Principles	3	----	elective	elective
10-104-125	Principles of Advertising	3	----	elective	elective
10-104-162	Mobile Marketing (Social Media)	3	BA 250	Special Topic	
10-801-198	Speech	3	COMM 105	Public Speaking	Gen Ed Oral Commun
Semester 3					
10-801-196	Oral/Interpersonal Communication	3	----	elective	elective
10-801-197 ^C	Technical Reporting	3	----	elective	elective
10-104-126	Public Relations	3	BA 250	Special Topic	elective
10-104-164	Marketing Digital Design	3	----	elective	elective
10-104-169	Internet Marketing	3	BA 250	Special Topic	elective
<i>One of these:</i>					
10-104-160	Sales Management	3	BA 315	Sales Management	Major
10-104-165	Marketing Internship		----	elective	elective
10-104-187	Global Studies Seminar		----	elective	elective
10-104-802	Honors – Marketing		----	elective	elective
20-801-262	Social Media Writing		----	Arts/Humanities General Education	Gen Ed Arts/Humanities
Semester 4					
10-104-103	Marketing Research	3	----	elective	elective
10-104-115	Capstone Campaign	3	BA 363	Advertising & Integrated Mktg Comm	Major
10-104-180	Global Marketing	3	BA 250	Special Topic	elective
10-104-188	Marketing Portfolio	1	----	elective	elective
10-809-195	Economics	3	BA 161	Macroeconomic Principles	Business Core
10-809-199	Psychology of Human Relations	3	PSY xxx	Social Science General Education	Gen Ed Social Science

- A) UIU strongly encourages student to take a database/Access course as well; this plus the 3 above would together transfer to as fulfilling UIU's General Education Computer Skills requirement.
- B) UIU recommends taking **20-804-240 Basic Statistics** instead as it will fulfill UIU's General Education Mathematics requirements as well as a requirement in UIU's Business Core.
- C) UIU recommends taking **take 20-401-202 English 2** instead as it will fulfill UIU's second Written Communication General Education requirement.

Remaining GenEd Requirements:	Arts/Humanities	3 credits
	Communications (ENG 102)	(3 credits)
	Mathematics (MATH 220)	(3 credits)
	Computer Skills	(3 credits)
	Natural Sciences	6 credits
	Cultures	3 credits
		=====
		24 (15) ^D

Remaining Major Requirements:	BUSINESS CORE		
	BA 160	Microeconomic Principles	3 credits
	BA 201	Accounting Principles I	3 credits
	BA 202	Accounting Principles II	3 credits
	BA 210	Management Principles	3 credits
	BA 222	Management Information Systems	3 credits
	BA 302	Business Law I	3 credits
	BA 341	Corporate Financial Management	3 credits
	BA 356	Quantitative Decisions in Business	3 credits
	MATH 220	Elementary Statistics	3 credits
			=====
			27
	MARKETING		
	BA 358	Consumer Behavior	3 credits
	BA 451	Marketing Research	3 credits
	BA 456	Marketing Cases	3 credits
	BA 460	Strategic Marketing	3 credits
	<i>One of these:</i>		3 credits
	BA 424	Global Marketing	
	BA 488	Economics of International Business	
			=====
			15

In addition to those to be taken for the major, another 12 credits of upper division courses is needed. This could be accomplished with courses in the **grey-shaded** areas above.

D) Credits in parentheses would be fulfilled if 'A', 'B' and 'C' recommendations on page 1 were followed; that would lower the remaining gen ed credits to be taken at Upper Iowa University.

A baccalaureate degree requires the successful completion of a total of 120 semester hours, including transfer credit, and credit for coursework completed at UIU. Of those, a minimum of 30 credits must be upper-division.

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.