



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**NTC Program: MARKETING**

**UIU Program: MARKETING**

**Minimum GPA for admission:**

**Initial effective date: 06/30/2025**

**General Education Courses**

NTC			Upper Iowa University		
Course No.	Course Title	Credits	Course No.	Course Title/Field -- (Fulfills Requirement)	Credits
10-801-195	Written Communication <u>OR</u>	3	ENG 101	English Composition I -- (PPE Prof. Wrtn Comm.)	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 190	General Psychology -- (PPE Soc. Sci.)	3
10-809-199	Psychology of Human Relations		SSCI 150	Social Science Gen Ed (PPE Soc. Sci.)	
10-804-123	Math with Business Applications <u>OR</u>	3	---	Elective	3
<b>10-804-189</b>	<b>Introductory Statistics</b>		<b>MATH 220</b>	<b>Elementary Statistics -- (Busn. Core &amp; PPE QR)</b>	
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 110	Principles of Sociology -- (PPE Soc. Sci.)	3
<b>10-809-172</b>	<b>Intro to Diversity Studies</b>		<b>SOC 240</b>	<b>Diversity in the United States -- (PPE DEI)</b>	
10-809-143	Microeconomics	3	ECON 160	Principles of Microeconomics -- (Busn. Core & PPE CIV)	3
10-890-165	College 101	1	FYS 120/122	First Year Seminar (PPE FYS 120/122)	1
<b>Total general education credits earned:</b>		<b>16</b>	<b>Total general education credits accepted:</b>		<b>16</b>

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title -- (Fulfills Requirement)	Credits
10-103-242	Excel Level 1	1	---	Elective	1
10-104-129	Marketing Services and Customer Experience	2	---	Elective	2
10-104-144	Retail Operations Management	3	---	Elective	3
10-206-160	Video For Social Media	2	---	Elective	2
10-801-141	Introduction To Mass Communication	3	---	Elective	3
10-104-150	Introduction to Marketing Program	1	---	Elective	1
10-104-154	Principles of Sales	3	MKT 337	Personal Selling -- (Major)	3
10-104-172	Marketing Principles	3	MKT 208	Marketing Principles -- (Business Core)	3
10-104-184	Marketing Presentations	1	---	Elective	1
10-104-185	Advanced Sales	3	---	Elective	3
10-104-128	Integrated Marketing Communications	3	MKT 363	Advertising/Integrated Marketing Comm. -- (Major)	3
10-104-210	Digital Marketing Strategies	3	---	Elective	3
10-104-175	Market Research	3	MKT 451	Marketing Research -- (Major)	3
10-104-208	Retailing and Merchandising Principles	2	---	Elective	2
10-103-241	PowerPoint Level 1	1	---	Elective	1
10-104-125	Social Media Campaigns 1	3	---	Elective	3
10-104-151	Personal Branding & Portfolio	1	---	Elective	1
10-104-171	Marketing Management	3	---	Elective	3
10-204-116	Graphics for Web Design	2	---	Elective	2
10-204-121	Introduction to Graphics Software and Design	2	---	Elective	2
10-104-207	Customer Relationship Management (CRM)	1	---	Elective	1
<b>Total occupational course credits earned:</b>		<b>46</b>	<b>Total occupational course credits accepted:</b>		<b>46</b>
<b>Total credits required for graduation:</b>		<b>62</b>	<b>Total credits accepted at UIU:</b>		<b>62</b>

**Courses needed to complete degree at UIU:**

Course No.	Course Title	Credits
<b>Peacock Professional Experience (PPE)</b>		
	<i>First Year Seminar (FYS 120/122)</i>	4
COMM 105 or COMM 200	PPE Professional Oral Comm. (PPE PC)	3
ENG 101	English Composition I (PPE PW)	3
ENG 102	English Composition II (PPE PW)	3
	<i>Any Diversity, Equity &amp; Inclusion (PPE DEI) (SOC 240)</i>	3
	<i>Any Quantitative Reasoning (PPE QR) (ACCT 201)</i>	3
	<i>Any Science (PPE SCI)</i>	3
	<i>Any Social Science (PPE SSCI) (PSY 190 or SSCI 150)</i>	3
	<i>Any Civics, Ethics &amp; Citizenship (PPE CIV) (ECON 160)</i>	3
	<i>Any Creative Expression (PPE CREX)</i>	3
<b>Prerequisites</b>		
	<i>MATH 101 or Math for Liberal Arts</i>	
	<i>MATH 105 or College Mathematics with Applications</i>	3
	<i>MATH 107 College Algebra</i>	
	<i>IS 102 Intro to Computer Applications &amp; Technology</i>	3
<b>Business Core</b>		
ECON 160	Principles of Microeconomics	3

A minimum of 120 semester credits is required for a Bachelor of Science degree at Upper Iowa University. A minimum of 30 credits must be upper-division credits; lower-division transfer work from NTC does not contribute to the upper-division credit requirement at UIU.

Transfer grades lower than C- are not accepted by UIU.

**Legend:**

- Grayed courses indicate a course already fulfilled

- **Bolded courses** are recommended by UIU.

**Disclaimer:** Students planning to transfer should contact NTC's Transfer Specialist and transfer personnel at UIU for the most current transfer information.

Updated on: 06/30/2025 (2024-25 catalog)

ECON 161	Principles of Macroeconomics	3
ACCT 201	Accounting Principles I	3
ACCT 202	Accounting Principles II	3
<i>MKT 208</i>	<i>Marketing Principles</i>	<i>3</i>
BA 210	Management Principles	3
BA 222	Management Information Systems	3
BA 256 OR <i>MATH 220</i>	<i>Quantitative Analysis for Business I or Elementary-Statistics</i>	<i>3</i>
BA 302	Business Law and Ethics	3
FIN 341	Corporate Financial Management	3
BA 356	Quantitative Analysis for Business II	3
BA 374	Business Communication	3
BA 460	Strategic Management	3
<b>Major</b>		
MKT 358	Consumer Behavior	3
<i>MKT 363</i>	<i>Advertising and Integrated Marketing Communications</i>	<i>3</i>
MKT 414	New Product Development	3
MKT 424	Global Marketing	3
<i>MKT 451</i>	<i>Marketing Research</i>	<i>3</i>
MKT 479	Branding	3
MKT 489	Social Media Marketing	3
<del>Two</del>	<i>One of the following:</i>	<i>6 3</i>
MKT 315	Sales Management	
MKT 403	Internship	
<i>MKT-337</i>	<i>Personal-Selling</i>	
MKT 459	Contemporary Topics in Marketing	
Total additional credits needed at UIU to complete degree:		60
<b>Total Credits Earned:</b>		<b>122</b>