



General Education Courses

NTC			Upper Iowa University		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3	ENG 101	English Composition I -- (<i>Gen Ed Comm./Wrtn</i>)	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 190	General Psychology -- (<i>Gen Ed Soc. Sci.</i>)	3
10-809-199	Psychology of Human Relations				
10-804-123	Math with Business Applications <u>OR</u>	3	---	<i>Free elective</i>	3
10-804-189	Introductory Statistics		MATH 220	Elementary Statistics -- (<i>Bus. Core/Gen Ed Math</i>)	
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 110	Principles of Sociology -- (<i>Gen Ed Soc. Sci.</i>)	3
10-809-172	Intro to Diversity Studies		SOC 240	Diversity in the U.S. -- (<i>Gen Ed Cultures</i>)	
10-809-195	Economics	3	ECON 160	Principles of Microecon. (<i>Bus. Core/Gen Ed Soc. Sci.</i>)	3
10-890-165	College 101	1	---	<i>Free elective</i>	1
Total general education credits earned:		16			
Total transferable general education credits:		16	Total general education credits accepted:		16

Occupational Courses

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

Courses needed to complete degree at Upper Iowa University:

Course No.	Course Title	Credits
General Education Studies		
	Any Gen Ed in Arts/Humanities	3
	Any Gen Ed in Arts/Humanities	3
<i>ENG 101</i>	<i>English Composition I (Gen Ed Comm./Wrtn)</i>	<i>3</i>
ENG 102	English Composition II (Gen Ed Comm./Wrtn)	3
COMM 200	Interpersonal Comm. (Gen Ed Comm./Oral)	3
IS 102	Intro Computer Applications & Technology (Gen Ed Comp. Skills)	3
	<i>Any Gen Ed in Math (Gen Ed Math) (MATH 220)</i>	<i>3</i>
	Any Gen Ed in Natural Science	3
	Any Gen Ed in Natural Science	3
	<i>Any Gen Ed in Social Science (PSY 190)</i>	<i>3</i>
	<i>Any Gen Ed in Social Science (ECON 160)</i>	<i>3</i>
	<i>Any Gen Ed in Cultures (SOC 240)</i>	<i>3</i>
Business Core		
<i>ECON 160</i>	<i>Principles of Microeconomics</i>	<i>3</i>
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 302	Business Law and Ethics	3
FIN 341	Corporate Financial Management	3
<i>BA 256 OR</i>	<i>Quantitative Analysis for Business I</i>	<i>3</i>
<i>MATH 220</i>	<i>Elementary Statistics</i>	
BA 356	Quantitative Analysis for Business II	3
BA 374	Business Communication	3
BA 460	Strategic Management	3
Major		
MKT 358	Consumer Behavior	3
MKT 363	Advertising and Integrated Marketing Comm.	3
MKT 414	New Product Development	3
MKT 424	Global Marketing	3
MKT 451	Marketing Research	3
MKT 479	Branding	3
MKT 489	Social Media Marketing	3
<i>Two of the following:</i>		<i>6 3</i>
MKT 315	Sales Management	
<i>MKT 337</i>	<i>Personal Selling</i>	
MKT 403	Internship	
MKT 459	Contemporary Topics in Marketing	
Total additional credits needed at UIU to complete degree:		75
Total Credits Earned:		137

Legend:

- *Grayed courses* indicate a course already fulfilled.
- **Bolded courses** are recommended by UIU.

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.

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