

Program Transfer Guide

**NICOLET COLLEGE Applied Associate of Science (A.A.S.) in
Marketing**

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

APRIL 2014



Nicolet Course			Transfers as UIU Course			
Course Num	Course Name	# Cr	Course Num	Course Name	# Cr	Requirement Fulfilled
Marketing Courses						
10-104-111 or 10-102-152	Marketing Principles Business Marketing	3	BA 208 ---	Principles of Marketing ---	3	Business Core general elective
10-104-120	Principles of Selling	3	---	---	3	general elective
10-104-140	Internet Marketing	3	---	---	3	general elective
10-104-135	Promotion	3	BA 363 ^A	Adv/Integ Market Communication	3	Major
10-102-163 or 10-104-112	Small Business Management Marketing Management	3	BA 370 ^A BA 380 ^A	Entrepreneurship & Sm Bsns Mgmt Marketing Management	3	general elective
10-104-145	Marketing Research	3	---	---	3	general elective
10-104-175	Marketing Internship/Capstone	2	---	---	2	general elective
Non-Marketing Business Courses						
10-102-106	Business Orientation	1	---	---	1	general elective
10-101-140	Survey of Accounting	3	---	---	3	general elective
10-102-130 or 10-102-140	Principles of Management Fundamental Tribal Management	3	BA 210	Management Principles	3	Business Core
10-103-115 10-103-126	MS Word, Beginning MS Excel, Beginning	1 1	<i>If Nicolet student also takes an MS Access & an MS Powerpoint course, s/he will get credit at UIU for MIS 101 Intro to Computer Applications otherwise, these transfer as general electives</i>		2 2	Gen Ed Computer Skills general elective
10-103-169	MS Publisher, Beginning	1	---	---	1	general elective
10-103-127	MS Excel, Intermediate	1	---	---	1	general elective
10-103-128	MS Excel, Advanced	1	---	---	1	general elective
10-809-195	Economics	3	BA 160	Principles of Microeconomics	3	Business Core
10-804-123	Math with Business Applications	3	---	---	3	general elective
10-102-110	Business Statistics	3	MATH 220	Elementary Statistics	3	Business Core
10-801-197	Technical Reporting	3	---	---	3	general elective
10-102-120	Business Law	3	BA 302 ^A	Business Law I	3	Business Core
10-102-191	Service Learning for Mgmt & Mktg	1	---	---	1	general elective
General Education Courses						
10-801-195	Written Communications	3	ENG 101	Basic Composition	3	Gen Ed Written Commun
10-809-172	Intro to Diversity Studies	3	SOC 240	Diverse Cultures in America	3	Gen Ed Cultures
10-801-196 or 20-801-201	Oral/Interpersonal Communication Fundamentals of Speech	3	---	---	3	general elective Gen Ed Oral Commun
10-809-199	Psychology of Human Relations	3	PSY xxx	General Education Social Science	3	Gen Ed Social Sciences
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UIU course		# Cr	Requirement Fulfilled	Transferred
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities	-
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities	-
ENG 101	Basic Composition	-	Gen Ed Communication/Written	10-801-195/20-801-219
ENG 102	English Composition II	3	Gen Ed Communication/Written	-
COMM 105	Public Speaking	3	Gen Ed Communication/Oral	-
MIS 101	Introduction to Computer Applications	(3)	Gen Ed Computer Skills	(10-103-115/10-103-126) ^C
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>	-	Gen Ed Social Science	10-809-199
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science	-
	<i>any Gen Ed in Cultures</i>	-	Gen Ed Cultures	10-809-172
ID 301	Critical Thinking	3	Gen Ed Critical Thinking	-

BA 160	Microeconomic Principles	-	Business Core	10-809-195
BA 161	Macroeconomic Principles	3	Business Core	-
BA 201	Accounting Principles I	3	Business Core	-
BA 202	Accounting Principles II	3	Business Core	-
BA 208	Marketing Principles	(3)	Business Core	(10-104-111) ^C
BA 210	Management Principles	-	Business Core	10-102-130/10-102-140
BA 222	Management Information Systems	3	Business Core	-
BA 302	Business Law I	-	Business Core	10-102-120
BA 341	Corporate Financial Management	3	Business Core	-
BA 356	Quantitative Decisions in Business	3	Business Core	-
BA 225 or PHIL 202	Business Ethics Contemporary Ethics	3	Business Core	-
MATH 220	Elementary Statistics	-	Business Core	10-102-110

BA 358	Consumer Behavior	3	Major	-
BA 451	Marketing Research	3	Major	-
BA 456	Marketing Cases	3	Major	-
ID 498	Senior Project	3	Major	-
ONE of these: <i>BA 424 Global Marketing</i> <i>BA 488 Economics of International Business</i>		3	Major	-
ONE of these: <i>BA 315 Sales Management</i> <i>BA 317 International Management</i> <i>BA 337 Personal Selling</i> <i>BA 355 Retailing</i> <i>BA 363 Adv & Integ Mktg Communications</i> <i>BA 380 Marketing Management</i>		-	Major	10-104-135
		<i>BA 414 New Product Development</i>		
		<i>BA 424 Global Marketing</i>		
		<i>BA 445 Contemporary Topics in Management</i>		
		<i>BA 459 Contemporary Topics in Marketing</i>		
		<i>BA 488 Economics of International Business</i>		

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~~ NOTES ~~

A ~ Lower division transfer work will not contribute to the upper division credit requirement at UIU.

B ~ At least **12** of the credits in the shaded areas (or additional electives) must be upper division;
at least 3 of these must be in the major.

C ~ Requirement may have been fulfilled at Nicolet.

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.