


School: Upper Iowa University 		E-Mail: info@uiu.edu		Institutional Unique Graduation Requirements -- Complete a minimum of 120 semester hours. -- Complete a minimum of 30 upper division (300-400) hours. -- Achieve a cumulative grade point average of 2.00. -- A minimum of 6 semester hours in the major must be completed through Upper Iowa University. -- Complete a minimum of 30 semester hours from Upper Iowa University.					
Degree: Bachelor of Science		Phone: 1-800-553-4150							
Major: Marketing		Fax: 1-563-425-5353		Tuition and Fees: See below					
Rating: Personnel Specialist (PS)									
WHAT IS REQUIRED? Degree Requirements			WHAT YOU HAVE! Navy Credit Awarded by: Upper Iowa University						
CURRICULUM DEGREE REQUIREMENTS	Credit Hours Required	ACE RECOMMENDED CREDIT	E-3	E-4	E-5	E-6	E-7	E-8	E-9
Note: UIU will accept up to 78 lower division and an additional 12 upper division hours from accredited institutions and other approved sources to apply to the 120 semester hours required.		Recruit Training A School Rating Credit	3 0 7	3 0 13	3 0 22	3 0 25	3 0 31	3 0 34	3 0 34
General Education Requirements	36	TOTAL RECOMMENDED HOURS	10	16	25	28	34	37	37
Arts & Humanities	6								
Communications	9								
Computer Skills	3			3	3	3	3	3	3
College Math	3								
Natural Sciences	6								
Social Sciences	6								
Cultures	3								
Business Core Requirements	39								
ECON 160 Prin of Microeconomics	3								
ECON 161 Prin of Macroeconomics	3								
BA 201 Accounting Principles I	3								
BA 202 Accounting Principles II	3								
BA 208 Marketing Principles	3								
BA 210 Management Principles	3					3	3	3	3
MATH 220 Elementary Stats OR BA 256 Quant Analysis for Business I	3								
BA 222 Mgmt Info Systems	3								
BA 302 Business Law I & Ethics	3								
BA 341 Corporate Financial Management	3								
BA 356 Quantitative Analysis in Business II	3								
BA 374 Business Comm	3								
BA 460 Strategic Management	3								

CURRICULUM DEGREE REQUIREMENTS	Credit Hours Required	ACE RECOMMENDED CREDIT	E-3	E-4	E-5	E-6	E-7	E-8	E-9	
Marketing Major	18									
BA 358 Consumer Behavior	3									
BA 451 Marketing Research	3									
BA 456 Marketing Cases	3									
Choose One of the following	3									
BA 424 Global Marketing										
ECON 488 International Trade										
Choose Two of the following	6									
BA 315 Sales Management										
BA 317 International Mgmt										
BA 337 Personal Selling										
BA 355 Retailing										
BA 363 Adv/Integ Mktg Comm										
BA 380 Marketing Management										
BA 424 Global Marketing										
BA 445 Contemp Topics Mgmt										
BA 459 Contemp Topics Mrktg										
ECON 488 International Trade										
Free Electives	27			10	13	22	22	27	27	27
TOTAL REQUIRED HOURS	120		TOTAL APPLIED HOURS	10	16	25	28	33	33	33

WHAT YOU MUST DO TO FINISH OUR DEGREE!

Contact your local Navy College Office, <https://www.navycollege.navy.mil> or Upper Iowa University for Education Counseling.

UIU has a wide variety of educational opportunities tailored to fit the dynamic lifestyle of today's military personnel and their families.

From traditional classroom settings on military installations to online delivery or self-paced (guided independent study), UIU has a program and delivery method to fit your needs and goals. The Online delivery method is an accelerated eight-week class period, with one six-week class period in the summer session, allowing for the student to complete courses where she/he has dependable internet connectivity. The self-paced option is a paper/email based program that is specifically designed to make learning as flexible as possible. Internet connectivity is helpful, however, not required for this program.

Our portable learning programs go with you – from home, to the base, to sea or on deployment – no matter where you are. Flexible course and assignment completion schedules work with your military commitments. And UIU programs are accessible, no matter where you are.

Whether you're on the base or on the move, UIU is there – working with you to help you advance toward your goals while you serve your country.

Students may complete lower division general education and free elective credits through CLEP, DSST, Excelsior College, and or ACT-PEP examinations. Credit from accredited colleges and universities will be applied as long as the unique graduation requirements listed above are met.

Tuition and Fees: Upper Iowa University offers discounts to all members of the total military family who are ID cardholders. For current tuition rates go to <https://uiu.edu/future/annual-costs.html>.

For more specific information, go to <https://uiu.edu/future/military-veterans/navy-ratings.html>.

Effective Date: July 1, 2018