

## Program Transfer Guide

### Milwaukee Area Technical College Associate in **MARKETING MANAGEMENT**

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

**December 2016**



MATC Course			Transfers as UIU Course		
Course Num	Course Name	# Cr	Course Num	Course Name	Requirement Fulfilled
<b>Program Coursework</b>					
ACCTG 110 <i>or</i> ACCTG 126	Financial Accounting Accounting for Managers	3	---	---	general elective
COMPSW106 *	Intro to MS Office	3	---	---	general elective
EBUS 118	Social Media Technologies	3	BA 250	Special Topics	general elective
EBUS 165	Web & Social Media Marketing	3	BA 250	Special Topics	general elective
LOGMGT 164 <i>or</i> MKTG 149	Supply Chain Management Practical Applications Workshop	3	---	---	general elective
MKTG 102	Marketing Principles	3	BA 208	Marketing Principles	Business Core
MKTG 104	Selling Principles	3	BA 337	Personal Selling	Mktg emph of Major
MKTG 107 <i>or</i> MKTG 129	Customer Service Management Advertising Campaign Strategies		---	---	general elective
MKTG 125	Advertising	3	---	---	general elective
MKTG 151	Business Career Management	1	---	---	general elective
MKTG 160 <i>or</i> MKTG 134	Sales Management Integrated Mktg Communications	3	BA 315 ---	Sales Management ---	general elective
MKTG 173	Marketing Research 1	3	---	---	general elective
MKTG 175	Marketing Internship	1	---	---	general elective
MKTG 185	Negotiation Skills	3	---	---	general elective
MKTG 174	Marketing Management	3	---	---	general elective
RBUS 111 <i>or</i> MGTDEV 195	Business Communications Managerial Communications	3	---	---	general elective
<b>General Studies Coursework</b>					
ECON-195 <i>or any 200-series ECON course</i>	Economics	3	BA 160	Microeconomic Principles	Business Core
<b>UIU recommends ECON 201 PRINCIPLES OF MICROECONOMICS</b>		3	<b>BA 160</b>	<b>Microeconomic Principles</b>	<b>Business Core</b>
ENG-151 & -152 <b>OR</b> <b>ENG 201</b>	Communication Skills 1 & 2  English 1	3+3 3	---	---	general elective  <b>GE/Wrtn Commun</b>
& any 200-series ENG or SPEECH course <b>UIU recommends this option w/</b>	<b>ENG 202 ENGLISH 2</b> <b>or SPEECH 201 ELEMENTS OF SPEECH</b>	3	<b>ENG 101</b> <b>ENG 102</b> <b>COMM105</b>	<b>Basic Composition</b> <b>English Composition II</b> <b>Public Speaking</b>	<b>GE/Wrtn Commun</b> <b>GE/Oral Commun</b>
MATH-107 <i>or any 200-series MATH course</i>	College Mathematics	3	---	---	general elective
<b>UIU recommends MATH 260 BASIC STATISTICS</b>		3	<b>MATH220</b>	<b>Elementary Statistics</b>	<b>GE/Math &amp; Bsns Core</b>
NATSCI-167 <i>or any 200-series NATSCI course</i>	Science of Technology	3	---	Natural Sciences General Education	GE/Nat Sci
PSYCH-199 <i>or any 200-series PSYCH course</i>	Psychology of Human Relations	3	---	Social Sciences General Education	GE/Soc Sci
SOCSCI-197 <i>or any 200-series HIST or SOCSCI course</i>	Contemporary American Society	3	---	Cultures General Education Social Sciences General Education	GE/Cultures GE/Soc Sci
<b>General Electives</b>					
---	*	3	---	---	<i>to be determined *</i>

UIU course		# Cr	Requirement Fulfilled	Transfer
	<i>any Gen Ed in Arts/Humanities</i>	(3)	Gen Ed Arts/Humanities	(HRMGT 198)
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities	---
ENG 101	Basic Composition	(3)	Gen Ed Communication/Written	(ENG 201)
ENG 102	English Composition II	(3)	Gen Ed Communication/Written	(ENG 202)
COMM 105	Public Speaking	(3)	Gen Ed Communication/Oral	(SPEECH 201)
CS 102	Intro Computer Applications/Technology	3	Gen Ed Computer Skills	---
MATH 105	College Algebra w/ Applications	(3)	Gen Ed Mathematics	(MATH 260)
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science	TBD
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science	---
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science	PSYCH 199
	<i>any Gen Ed in Social Science</i>	3 + 3*	Gen Ed Social Science	---
	<i>any Gen Ed in Cultures</i>	3 + 3*	Gen Ed Cultures	(SOCSCI 197)
		12-27		

BA 160	Microeconomic Principles	3	Business Core	ECON195/ECON201
BA 161	Macroeconomic Principles	3	Business Core	ECON 202
BA 201	Accounting Principles I	3	Business Core	ACCTG 111
BA 202	Accounting Principles II	3	Business Core	ACCTG 113
BA 208	Marketing Principles	3	Business Core	MKTG 102
BA 210	Management Principles	3	Business Core	BADM 155
BA 222	Management Information Systems	(3)	Business Core	(EPROD 151)
BA 225 or PHIL 202	Business Ethics Contemporary Ethics	(3)	Business Core	(HRMGT 198)
BA 302	Business Law I	3	Business Core	---
BA 341	Corporate Financial Management	3	Business Core	---
BA 356	Quantitative Decisions in Business	3	Business Core	---
MATH 220	Elementary Statistics	0	Business Core	---

BA 358	Consumer Behavior	3	Major	---
BA 451	Marketing Research	3	Major	---
BA 456	Marketing Cases	3	Major	---
BA 460	Strategic Management	3	Major	---
1 of the following:		3	Major	
BA 424 Global Marketing				
BA 488 Economics of International Business				
1 of the following:		3	Major	MKTG 104
BA 315 Sales Management				
BA 317 International Management			BA 414 New Product Development	
<del>BA 337 Personal Selling</del>			BA 424 Global Marketing	
BA 355 Retailing			BA 445 Contemporary Topics in Management	
BA 363 Advertising & Integrated Mktg Communications			BA 459 Contemporary Topics in Marketing	
BA 380 Marketing Management			BA 488 Economics of International Business	

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>> In addition to those to be taken for the major above, another 9 credits of upper division courses << >> are needed. These could be completed with courses in the shaded general education areas above. <<

\* One of these will have been completed at MATC.

Courses shown in parentheses () above are courses which would/could be completed at MATC (see UIU recommendations on next page).

A minimum of 120 semester credits is required for a Bachelor of Science Degree; with 68 credits transferred from MATC, a minimum of 52 credits is required at UIU. A minimum of 30 credits must be upper division credits for a UIU baccalaureate degree; Lower division transfer work from MATC does not contribute to the upper division credit requirement at UIU.

**Upper Iowa University Recommendations for Elective Coursework at MATC**

<b>ECON 202 Macroeconomics</b>	xfers as BA 161, a Business Core requirement
<b>EPROD 151 Data Content Management/Implementation</b>	xfers as BA 222, a Business Core requirement
<b>HRMGT 198 Business Ethics</b>	xfers as BA 225, a Bsns Core & Gen Ed requirement
<b>ITSUP 101 Computer Information System Fundamentals</b>	xfers as CS 102, UIU's Computer Skills Gen Ed requirement

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.