

Program Transfer Guide

**Des Moines Area Community College Associate in Applied Science
(AAS) in**

BUSINESS ADMINISTRATION, ENTREPRENEURSHIP

→ UIU Bachelor of Science (BS) in

MARKETING

FEBRUARY 2020



EDUCATION BUILT FOR LIFE

Years 1 & 2 at Des Moines Area Community College:

DMACC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
Semester 1						
BUS 102	Introduction to Business	3	---	---	3	Free Elective
CSC 110	Intro to Computers	3	CS 102	Intro Computer Appls & Tech	3	Gen Ed Comp Skills
SDV 108	The College Experience	1	---	---	1	Free Elective
BUS 148	Small Business Management	3	---	---	3	Free Elective
ENG 105	Composition I (Electives)	3	ENG 101	English Composition I *	3	Gen Ed Comm./Wrtn
<i>OR</i>		<i>OR</i>			<i>OR</i>	
Communications Elective		3	---	See Electives Table	3	See Electives Table
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	Business Core
Semester 2						
BUS 220	Intro International Business	3	---	---	3	Free Elective
BUS 185	Business Law I	3	BA 302	Business Law and Ethics	3	Business Core
BUS 141	Small Business Start-Up	3	---	---	3	Free Elective
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II *	4	Business Core
ACC 314	QuickBooks Accounting	3	---	---	3	Free Elective
Semester 3						
FIN 121	Personal Finance	3	FIN 288	Personal Financial Mgmt.	3	Free Elective
BUS 138	Small Business Marketing	3	---	---	3	Free Elective
ECN 120	Principles of Macroeconomics	3	ECON 161	Principles of Macroeconomics *	3	Gen Ed Soc. Sci.
BUS 112	Business Math	3	---	---	3	Free Elective
ADM 221	Career Development Skills	2	---	---	2	Free Elective
SPC 101	Fund of Oral Communication	3	COMM 105	Public Speaking	3	Gen Ed Comm./Oral
<i>OR</i>		<i>OR</i>			<i>OR</i>	
SPC 122	Interpersonal Communication	3	COMM 200	Interpersonal Communication	3	Gen Ed Comm./Oral
Semester 4						
BUS 186	Business Law II	3	---	---	3	Free Elective
BUS 260	Introduction to Insurance	3	---	---	3	Free Elective
BUS 131	Small Business Mgmt. Strategies	3	BA 370	Entrepreneurship and Small Business Management *	3	Free Elective
BUS 902	Career Seminar	1	---	---	1	Free Elective
BUS 932	Internship	2	---	---	2	Free Elective
ECN 130	Principles of Microeconomics	3	ECON 160	Principles of Microeconomics	3	Gen Ed Soc. Sci.

Total occupational course credits earned:	65
Total credits required for graduation:	65
Total transferable credits#:	65

Total course credits accepted: 65

*UIU recommendations are **bolded**.*

Program Transfer Guide – DMACC BUSINESS ADMINISTRATION, ENTREPRENEURSHIP → UIU MARKETING – February 2020
Years 3 & 4 at Upper Iowa University:

UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
General Education Courses				
	any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---
	any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---
ENG 101	English Composition I	3	Gen Ed Comm./Wrtn	ENG 105
ENG 102	English Composition II	3	Gen Ed Comm./Wrtn	---
COMM 105 or COMM 200	Public Speaking Interpersonal Communication	3	Gen Ed Comm./Oral	SPC 101 Or SPC 122
CS 102	Intro Computer Applications & Technology	3	Gen Ed Computer Skills	CSC 110
	any Gen Ed in Natural Science	3	Gen Ed Natural Science	---
	any Gen Ed in Natural Science	3	Gen Ed Natural Science	---
	any Gen Ed in Social Science	3	Gen Ed Social Science	ECON 160
	any Gen Ed in Social Science	3	Gen Ed Social Science	ECON 161
	any Gen Ed in Cultures	3	Gen Ed Cultures	---
Prerequisites				
MATH 105	College Algebra w/ Applications	3	Gen Ed Mathematics & Prereq for MATH 220	---
Business Core Courses				
ECON 160	Principles of Microeconomics	3	Business Core	ECN 130
ECON 161	Principles of Macroeconomics	3	Business Core	ECN 120
ACCT 201	Accounting Principles I	3	Business Core	ACC 131
ACCT 202	Accounting Principles II	3	Business Core	ACC 132
MKT 208	Marketing Principles	3	Business Core	---
BA 210	Management Principles	3	Business Core	---
BA 222	Management Information Systems	3	Business Core	---
BA 302	Business Law and Ethics	3	Business Core	BUS 185
FIN 341	Corporate Financial Management	3	Business Core	---
BA 256 OR MATH 220	Quantitative Analysis for Business I Elementary Statistics	3	Business Core	---
BA 356	Quantitative Analysis for Business II	3	Business Core	---
BA 374	Business Communication	3	Business Core	---
BA 460	Strategic Management	3	Business Core	---
Major Courses				
MKT 358	Consumer Behavior	3	Major	---
MKT 363	Advertising & Integrated Marketing Communications	3	Major	---
MKT 414	New Product Development	3	Major	---
MKT 424	Global Marketing	3	Major	---
MKT 451	Marketing Research	3	Major	---
MKT 479	Branding	3	Major	---
MKT 489	Social Media Marketing	3	Major	---
2 of the following:		6	Major	---
MKT 315	Sales Management			
MKT 337	Personal Selling		MKT 459	Contemporary Topics in Marketing
MKT 403	Internship			

Courses to be taken at Upper Iowa University

Total additional credits needed at UIU to complete degree:	72
Total transferable credits from DMACC:	65
Total Earned Credits:	137



~~ NOTES ~~

LEGEND:

- # Transfer grades lower than a C- will not be accepted.
- • Course has a prerequisite.
- **Bolded** text indicates UIU recommendations.
- *Grayed out text* indicates courses fulfilled through transfer. Strikethrough indicates specific course if within grouping.

A minimum of 120 semester credits is required for a baccalaureate degree; up to 78 lower-division college semester credits from Des Moines Area Community College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Des Moines Area Community College does not contribute to the upper-division credit requirement at UIU.

This program transfer guide is based on the August 2019 course-to-course articulation (UIU 2019-2020 catalog & DMACC 2019-2020 catalog).

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.

Maximize Your Transfer to UIU

Take up to 12 credits to fulfill general education and business core requirements.

Choose up to 12 additional credits at Des Moines Area Community College to transfer into Upper Iowa University to fulfill general education and business core requirements. View the Additional Elective Transfer Guide list below for course selection and recommendations. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

Choose up to 12 credits from the following areas:

- Arts/Humanities General Education Requirement – up to 6 credits
- Communication General Education Requirement – up to 3 credits
- Natural Science General Education Requirement – up to 6 credits
- Cultures General Education Requirement – up to 3 credits

LEGEND:

- **Bolded** text indicates UIU recommendations
- • Course has a prerequisite

Additional Elective Transfer Guide						
DMACC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Arts/Humanities General Education Requirement						
ART 101	Art Appreciation	3	ART 100	Introduction to Art	3	Gen Ed Arts/Humn.
ART 133	Drawing Lab	3	ART 110	Drawing	3	Gen Ed Arts/Humn.
ART 143	Painting	3	ART 202	Painting •	3	Gen Ed Arts/Humn.
ART 173	Ceramics	3	ART 222	Ceramics/Hand Building	3	Gen Ed Arts/Humn.
ART 174	Ceramics II	3	ART 222	Ceramics/Hand Building	3	Gen Ed Arts/Humn.
ART 186	Principles Digital Photograph	3	GRAF 218	Digital Photography & Editing	3	Gen Ed Arts/Humn.
ART 203	Art History I	3	ART 211	Art History I	3	Gen Ed Arts/Humn.
ART 204	Art History II	3	ART 212	Art History II	3	Gen Ed Arts/Humn.
DRA 101	Introduction to Theatre	3	THE 110	Introduction to Theatre	3	Gen Ed Arts/Humn.
ENG 221	Creative Writing	3	ENG 170	Intro to Creative Writing •	3	Gen Ed Arts/Humn.
FLS 151	Elementary Spanish I	5	SPN 101	Beginning Spanish I	5	Gen Ed Arts/Humn.
FLS 152	Elementary Spanish II	5	SPN 102	Beginning Spanish II •	5	Gen Ed Arts/Humn.
FLS 241	Intermediate Spanish I	4	SPN 201	Intermediate Spanish I •	4	Gen Ed Arts/Humn.
FLS 242	Intermediate Spanish II	4	SPN 202	Intermediate Spanish II •	4	Gen Ed Arts/Humn.
HUM 120	Introduction to Film	3	COMM 290	The Movies (also ENG 290)	3	Gen Ed Arts/Humn.
HUM 121	America in the Movies	3	ENG 290	The Movies (also COMM 290)	3	Gen Ed Arts/Humn.
LIT 101	Intro to Literature	3	ENG 125	Introduction to Literature	3	Gen Ed Arts/Humn.
LIT 110	Amer Literature to Mid 1800s	3	ENG 209	American Literature I	3	Gen Ed Arts/Humn.
LIT 111	Amer Literature since Mid 1800	3	ENG 210	American Literature II	3	Gen Ed Arts/Humn.
LIT 130	African-American Literature	3	ENG 265	African American Literature	3	Gen Ed Arts/Humn. or Gen Ed Cultures
LIT 142	Major British Writers	3	ENG 212	British Literature II	3	Gen Ed Arts/Humn.
LIT 151	World Literature II	3	ENG 214	World Literature Survey	3	Gen Ed Arts/Humn.
LIT 180	Mythology	3	ENG 216	Mythology	3	Gen Ed Arts/Humn.
MMS 480	Video Production I	3	GRAF 319	Digital Video and Editing	3	Gen Ed Arts/Humn.
MUS 100	Music Appreciation	3	MUS 100	Introduction to Music	3	Gen Ed Arts/Humn.
MUS 205	Jazz History and Appreciation	3	MUS 200	American Jazz Styles	3	Gen Ed Arts/Humn.

Additional Elective Transfer Guide (cont.)

DMACC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Arts/Humanities General Education Requirement (cont.)						
PHI 101	Introduction to Philosophy	3	PHIL 150	Intro to Philosophy	3	Gen Ed Arts/Humn.
PHI 105	Introduction to Ethics	3	PHIL 202	Contemporary Ethics	3	Gen Ed Arts/Humn.
REL 101	Survey of World Religions	3	REL 120	Intro to World Religions	3	Gen Ed Arts/Humn.
Communication General Education Requirement						
ENG 106	Composition II	3	ENG 102	English Composition II *	3	Gen Ed Comm./Wrtn
Cultures General Education Requirement						
ANT 105	Cultural Anthropology	3	ANTH 110	Intro to Cultural Anthropology	3	Gen Ed Cultures or Gen Ed Soc. Sci.
ANT 100	Introduction to Anthropology	3	---	---	3	Gen Ed Cultures
SPC 120	Intercultural Communication	3	COMM 221	Intercultural Communication	3	Gen Ed Cultures
HIS 211	Modern Asian History	3	HIST 302	Modern East Asia *	3	Gen Ed Cultures
SOC 200	Minority Group Relations	3	SOC 240	Diversity in the US	3	Gen Ed Cultures or Gen Ed Soc. Sci.
Natural Science General Education Requirement						
BIO 104	Introductory Biology w/lab	3	BIO 100	General Biological Science	3	Gen Ed Nat. Sci.
BIO 112	General Biology I	4	BIO 135	Principles of Biology I	4	Gen Ed Nat. Sci.
BIO 113	General Biology II	4	BIO 140	Principles of Biology II *	4	Gen Ed Nat. Sci.
BIO 151	Nutrition	3	BIO 165	Human Biology & Nutrition	3	Gen Ed Nat. Sci.
BIO 186	Microbiology	4	BIO 210	Microbiology *	4	Gen Ed Nat. Sci.
BIO 145	Ecology of Iowa	3	BIO 215	Local Field Science	3	Gen Ed Nat. Sci.
BIO 135	Introduction to Botany	4	BIO 231	General Botany *	4	Gen Ed Nat. Sci.
BIO 164	Essentials Anatomy/Physiology	5	BIO 268	Introduction to Human Anatomy and Physiology *	5	Gen Ed Nat. Sci.
BIO 168	Anatomy & Physiology I	4	BIO 270	Human Anatomy and Physiology I *	4	Gen Ed Nat. Sci.
CHM 105	Survey of Chemistry	3	CHEM 140	Chemistry for Everyday Life	3	Gen Ed Nat. Sci.
CHM 165	General/ Inorg Chemistry I	4	CHEM 151	General Chemistry I	4	Gen Ed Nat. Sci.
CHM 175	General/ Inorg Chemistry II	4	CHEM 152	General Chemistry II *	4	Gen Ed Nat. Sci.
ENV 115	Environmental Science	3	ES 161	Intro to Environmental Science	3	Gen Ed Nat. Sci.
AGV 129	Veterinary Physiology	3	---	---	3	Gen Ed Nat. Sci.
AGH 221	Principles of Horticulture	3	BIO 231	General Botany *	3	Gen Ed Nat. Sci.
PHY 106	Survey of Physics	4	PHY 105	Conceptual Physics	4	Gen Ed Nat. Sci.
PHY 160	General Physics I	5	PHY 111	Introductory Physics I	5	Gen Ed Nat. Sci.
PHY 213	Classical Physics I	6	PHY 111	Introductory Physics I	6	Gen Ed Nat. Sci.
PHY 161	General Physics II	5	PHY 113	Introductory Physics II *	5	Gen Ed Nat. Sci.
PHY 223	Classical Physics II	6	PHY 113	Introductory Physics II *	6	Gen Ed Nat. Sci.
Business Core Requirement						
MKT 110	Principles of Marketing	3	MKT 208	Marketing Principles	3	Business Core
AGB 330	Farm Business Management	3	BA 210	Management Principles	3	Business Core
AGB 331	Entrepreneurship in Agricult	3	BA 210	Management Principles	3	Business Core
MGT 101	Principles of Management	3	BA 210	Management Principles	3	Business Core
PEH 255	Principles-Sports Management	3	BA 210	Management Principles	3	Business Core
MGT 248	Systems & Information Mgmt.	3	BA 222	Mgmt. Info Systems *	3	Business Core
BUS 231	Quantitative Methods/Bus Decisions	4	BA 356	Quantitative Analysis for Business II *	4	Business Core