

Program Transfer Guide

Des Moines Area Community College Associate of Arts (AA) in

LIBERAL ARTS: BUSINESS TRANSFER PATHWAY

→ **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						
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	Business Core
ECN 130	Principles of Microeconomics	3	ECON 160	Principles of Microeconomics	3	Gen Ed Soc. Sci. & Business Core
ENG 105	Composition I	3	ENG 101	English Composition I *	3	Gen Ed Comm./Wrtn
SDV 108	The College Experience	1	---	---	1	Free Elective
Humanities Core Requirement		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
Semester 2						
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II *	4	Business Core
ECN 120	Principles of Macroeconomics	3	ECON 161	Principles of Macroeconomics *	3	Gen Ed Soc. Sci. & Business Core
ENG 106	Composition II	3	ENG 102	English Composition II *	3	Gen Ed Comm./Wrtn
Social & Behavioral Sciences Requirement		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
BIO 104	Introductory Biology w/lab	3	BIO 100	General Biological Science	3	Gen Ed Nat. Sci.
OR		OR			OR	
BIO 156	Human Biology w/lab	3	---	---	3	Gen Ed Nat. Sci.
Semester 3						
CSC 110	Intro to Computers	3	CS 102	Intro to Computer Appls and Technology	3	Gen Ed Comp. Skills
SPC 101	Fund of Oral Communication	3	COMM 105	Public Speaking	3	Gen Ed Comm./Oral
MAT 157	Statistics	4	MATH 220	Elementary Statistics *	4	Gen Ed Math & Business Core
Humanities Core Requirement		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
Business Elective		3	---	<i>See Electives Table</i>	3	Business Core
Business Elective		3	---	<i>See Electives Table</i>	3	Business Core
Semester 4						
BUS 185	Business Law I	3	BA 302	Business Law and Ethics	3	Business Core
Mathematics Core Requirement		4	---	<i>See Electives Table</i>	4	<i>See Electives Table</i>
Social & Behavioral Sciences Requirement		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
Humanities Core Requirement		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
Distributed Core Requirement		3-4	---	<i>See Electives Table</i>	3-4	<i>See Electives Table</i>

Total occupational course credits earned:	65-66
Total credits required for graduation:	64
Total transferable credits#:	65-66

Total course credits accepted: 65-66

*UIU recommendations are **bolded**.*

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	Students who transfer to UIU with a completed Associate of Arts (AA) or Associate of Science (AS) degree in liberal arts from Des Moines Area Community College, will be considered to have fulfilled all lower-division Upper Iowa University general education requirements.	
	any Gen Ed in Arts/Humanities	3		
ENG 101	English Composition I [ENG 105]	3		
ENG 102	English Composition II [ENG 106]	3		
COMM 105	Public Speaking [SPC 101]	3		
CS 102	Intro Computer Appls & Technology [CSC 110]	3		
MATH 105 or higher	College Algebra w/ Applications [MAT 157]	3		
	any Gen Ed in Natural Science [BIO 104 OR BIO 156]	3		
	any Gen Ed in Natural Science	3		
	any Gen Ed in Social Science [ECON 160]	3		
	any Gen Ed in Social Science [ECON 161]	3		
	any Gen Ed in Cultures	3		
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	MKT 110 (if selected)
BA 210	Management Principles	3	Business Core	MGT 101 (if selected)
BA 222	Management Information Systems	3	Business Core	MGT 248 (if selected)
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	MAT 157
BA 356	Quantitative Analysis for Business II	3	Business Core	BUS 231 (if selected)
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 140 or MKT 145 (if selected)
MKT 315	Sales Management	MKT 459 Contemporary Topics in Marketing		
MKT 337	Personal Selling			
MKT 403	Internship			
Elective		15-12		---

 Total additional credits needed at UIU to complete degree: **57-54**

 Total transferable credits from DMACC: **65-66**
Total Earned Credits: 122-120



~~ 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.

Students who transfer to UIU with a completed Associate of Arts (AA) or Associate of Science (AS) degree in liberal arts from Des Moines Area Community College, will be considered to have fulfilled all lower-division Upper Iowa University general education requirements.

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.

DMACC Elective Table						
DMACC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Humanities Core Requirement						
ART 101	Art Appreciation	3	ART 100	Introduction to Art	3	Gen Ed Arts/Humn.
DRA 101	Introduction to Theatre	3	THE 110	Introduction to Theatre	3	Gen Ed Arts/Humn.
FLA 141	Elementary Arabic I	4	---	---	4	Gen Ed Arts/Humn.
FLA 142	Elementary Arabic II	4	---	---	4	Gen Ed Arts/Humn.
FLA 241	Intermediate Arabic I	4	---	---	4	Gen Ed Arts/Humn.
FLA 242	Intermediate Arabic II	4	---	---	4	Gen Ed Arts/Humn.
FLC 141	Elementary Chinese I	4	---	---	4	Gen Ed Arts/Humn.
FLC 142	Elementary Chinese II	4	---	---	4	Gen Ed Arts/Humn.
FLC 241	Intermediate Chinese I	4	---	---	4	Gen Ed Arts/Humn.
FLC 242	Intermediate Chinese II	4	---	---	4	Gen Ed Arts/Humn.
FLF 151	Elementary French I	5	---	---	5	Gen Ed Arts/Humn.
FLF 152	Elementary French II	5	---	---	5	Gen Ed Arts/Humn.
FLF 241	Intermediate French I	4	---	---	4	Gen Ed Arts/Humn.
FLF 242	Intermediate French II	4	---	---	4	Gen Ed Arts/Humn.
FLG 141	Elementary German I	4	---	---	4	Gen Ed Arts/Humn.
FLG 142	Elementary German II	4	---	---	4	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.
HIS 112	West Civ: Ancient to Early Mod	4	---	---	4	Gen Ed Soc. Sci.
HIS 113	West Civ: Early Modern to Pres	4	---	---	4	Gen Ed Soc. Sci.
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.

DMACC Elective Table (cont.)

DMACC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Humanities Core Requirement (cont.)						
PHI 105	Introduction to Ethics	3	PHIL 202	Contemporary Ethics	3	Gen Ed Arts/Humn.
PHI 110	Introduction to Logic	3	---	---	3	Gen Ed Arts/Humn.
Mathematics Core Requirement						
MAT 110	Math for Liberal Arts	3	---	---	3	Free Elective
MAT 141	Finite Math	4	---	---	4	Free Elective
MAT 157	Statistics	4	MATH 220	Elementary Statistics *	4	Gen Ed Mathematics
MAT 162	Prin. of Business Statistics	4	BA 256	Quantitative Analysis for Business I *	4	Free Elective
MAT 211	Calculus I	5	MATH 120	Calculus I *	5	Gen Ed Mathematics
MAT 217	Calculus II	5	MATH 200	Calculus II *	5	Free Elective
MAT 219	Calculus III	4	MATH 215	Multivariable Calculus *	4	Free Elective
MAT 227	Diff Equations with Laplace	4	MATH 300	Differential Equations *	4	Free Elective
Social & Behavioral Sciences Core Requirement						
GEO 111	Intro to Geography	3	GEOG 200	World Regional Geography	3	Gen Ed Soc. Sci.
GEO 124	Reg Geog of the NonWest World	3	---	---	3	Gen Ed Cultures
GEO 125	Regional Geog of the Dev World	3	---	---	3	Gen Ed Soc. Sci.
HIS 112	West Civ: Ancient to Early Mod	4	---	---	4	Gen Ed Soc. Sci.
HIS 113	West Civ: Early Modern to Pres	4	---	---	4	Gen Ed Soc. Sci.
HIS 150	U.S. History to 1877	4	HIST 110	American History to 1877	4	Gen Ed Soc. Sci.
HIS 153	U.S. History since 1877	4	HIST 111	American History Since 1877	4	Gen Ed Soc. Sci.
HIS 257	African-American History	3	HIST 330	African American History	3	Gen Ed Soc. Sci.
JOU 110	Intro to Mass Media	3	---	---	3	Gen Ed Soc. Sci.
POL 111	American National Government	3	PS 100	U.S. Government	3	Gen Ed Soc. Sci.
POL 121	International Relations	3	PS 211	International Relations	3	Gen Ed Soc. Sci.
POL 125	Comparative Gov't & Politics	3	PS 212	Comparative Politics	3	Gen Ed Soc. Sci.
PSY 111	Introduction to Psychology	3	PSY 190	General Psychology	3	Gen Ed Soc. Sci.
PSY 121	Developmental Psychology	3	EDU 142	Human Growth, Development & Guidance	3	Gen Ed Soc. Sci.
PSY 241	Abnormal Psychology	3	PSY 360	Abnormal Psychology *	3	Free Elective
PSY 251	Social Psychology	3	PSY 310	Social Psychology (also SOC 310) *	3	Free Elective
SOC 110	Introduction to Sociology	3	SOC 110	Principles of Sociology	3	Gen Ed Soc. Sci.
SOC 115	Social Problems	3	SOC 220	Social Problems	3	Gen Ed Soc. Sci.
SOC 120	Marriage & Family	3	SOC 361	Marriage and the Family *	3	Free Elective
ANT 100	Introduction to Anthropology	3	---	---	3	Gen Ed Cultures
ANT 105	Cultural Anthropology	3	ANTH 110	Introduction to Cultural Anthropology	3	Gen Ed Cultures or Gen Ed Soc. Sci.
Sciences with Lab Core Requirement						
BIO 104	Introductory Biology w/lab	3	BIO 100	General Biological Science	3	Gen Ed Nat. Sci.
BIO 156	Human Biology w/lab	3	---	---	3	Gen Ed Nat. Sci.
Distributed Core Requirement (Any of the courses from Humanities, Mathematics, Social & Behavioral Sciences, or Sciences with Lab)						
SPC 122	Interpersonal Communication	3	COMM 200	Interpersonal Communication	3	Gen Ed Comm./Oral
PHY 106	Survey of Physics	4	PHY 105	Conceptual Physics	4	Gen Ed Nat. Sci.

DMACC Elective Table (cont.)						
DMACC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Distributed Core Requirement (cont.)						
PHY 160	General Physics I	5	PHY 111	Introductory Physics I	5	Gen Ed Nat. Sci.
PHY 161	General Physics II	5	PHY 113	Introductory Physics II •	5	Gen Ed Nat. Sci.
PHY 213	Classical Physics I	6	PHY 111	Introductory Physics I	6	Gen Ed Nat. Sci.
PHY 223	Classical Physics II	6	PHY 113	Introductory Physics II •	6	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 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.
BIO 173	Anatomy & Physiology II	4	BIO 275	Human Anatomy and Physiology II •	4	Free Elective
CHM 105	Survey of Chemistry	3	CHEM 140	Chemistry for Everyday Life	3	Gen Ed Nat. Sci.
CHM 122	Intro to General Chemistry	4	---	---	4	Gen Ed Nat. Sci.
CHM 132	Intro to Organic/Biochemistry	4	---	---	4	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.
CHM 263	Organic Chemistry I	5	CHEM 251	Organic Chemistry I •	5	Free Elective
CHM 273	Organic Chemistry II	5	CHEM 252	Organic Chemistry II •	5	Free Elective
ENV 115	Environmental Science	3	ES 161	Introduction to Environmental Science	3	Gen Ed Nat. Sci.
ENV 116	Environmental Science Lab	1	ES 175	Earth Systems Laboratory •	1	Free Elective
PHS 152	Astronomy	4	PHY 109 & PHY 110	Intro to Astronomy Lab (1) & Intro to Astronomy (3)	4	Free Elective
PHS 166	Meteorology, Weather & Climate	4	---	---	4	Gen Ed Nat. Sci.
ANT 202	Human Origins	3	---	---	3	Gen Ed Soc. Sci.
Business Electives						
BUS 231	Quantitative Methods/Bus Decisions	4	BA 356	Quantitative Analysis for Business II •	4	Business Core
MGT 101	Principles of Management	3	BA 210	Management Principles	3	Business Core
MGT 248	Systems & Information Mgmt.	3	BA 222	Management Information Systems •	3	Business Core
MKT 110	Principles of Marketing	3	MKT 208	Marketing Principles	3	Business Core
MKT 140	Selling	3	MKT 337	Personal Selling •	3	Major
MKT 145	Sales Management	3	MKT 315	Sales Management •	3	Major