

## Program Transfer Guide

**Hawkeye Community College Associate in Applied Science (AAS) in**

**MARKETING MANAGEMENT**

→ **UIU Bachelor of Science (BS) in**

**MARKETING**

**AUGUST 2020**



EDUCATION BUILT FOR LIFE

### Years 1 & 2 at Hawkeye Community College:

HCC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
<b>Semester 1</b>						
BUS 102	Introduction to Business	3	---	---	3	Free Elective
BUS 108	Business College Experience	1	---	---	1	Free Elective
<b>ENG 105</b> OR	<b>Composition I</b>	<b>3</b> OR	<b>ENG 101</b>	<b>English Composition I</b>	<b>3</b> OR	<b>Gen Ed Comm./Wrtn</b>
COM 781	Written Communication in the Workplace	3	---	---	3	Free Elective
MAT 772 OR	Applied Math	3 OR	---	---	3 OR	Free Elective
MAT 110 OR	Math for Liberal Arts	3 OR	---	---	3 OR	Free Elective
<b>MAT 121</b> OR	<b>College Algebra</b>	<b>4</b> OR	<b>MATH 107</b>	<b>College Algebra</b>	<b>4</b> OR	<b>Gen Ed Math &amp; Prereq</b>
Math Elective		3-4	---	See Electives Table	3-4	See Electives Table
MKT 110	Principles of Marketing	3	MKT 208	Marketing Principles	3	Business Core
PSY 102 OR	Human and Work Relations	3 OR	---	---	3 OR	Free Elective
<b>PSY 111</b> OR	<b>Introduction to Psychology</b>	<b>3</b> OR	<b>PSY 190</b>	<b>General Psychology</b>	<b>3</b> OR	<b>Gen Ed Soc. Sci.</b>
<b>SOC 110</b>	<b>Introduction to Sociology</b>	<b>3</b>	<b>SOC 110</b>	<b>Principles of Sociology</b>	<b>3</b>	<b>Gen Ed Soc. Sci.</b>
<b>Semester 2</b>						
CSC 110	Introduction to Computers	3	CS 102	Introduction to Computer Applications and Technology	3	Gen Ed Comp. Skills
<b>ECN 110</b> OR	<b>Introduction to Economics</b>	<b>3</b> OR	<b>ECON 160</b>	<b>Principles of Microeconomics</b>	<b>3</b> OR	<b>Gen Ed Soc. Sci. &amp; Business Core</b>
ECN 120 OR	Principles of Macroeconomics	3 OR	ECON 161	Principles of Macroeconomics	3 OR	Gen Ed Soc. Sci.
<b>ECN 130</b>	<b>Principles of Microeconomics</b>	<b>3</b>	<b>ECON 160</b>	<b>Principles of Microeconomics</b>	<b>3</b>	<b>Gen Ed Soc. Sci. &amp; Business Core</b>
MKT 140	Principles of Selling	3	MKT 337	Personal Selling	3	Major
MKT 160	Principles of Retailing	3	---	---	3	Free Elective
SPC 101	Fundamentals of Oral Communication	3	COMM 105	Public Speaking	3	Gen Ed Comm./Oral
ACC 132	Principles of Accounting II (Elective)	4	ACCT 202	Accounting Principles II	4	Business Core
<b>Semester 3</b>						
ACC 115 OR	Introduction to Accounting	4 OR	---	---	4 OR	Free Elective
<b>ACC 131</b>	<b>Principles of Accounting I</b>	<b>4</b>	<b>ACCT 201</b>	<b>Accounting Principles I</b>	<b>4</b>	<b>Business Core</b>
BUS 295	Workplace Professionalism	2	---	---	2	Free Elective

## Program Transfer Guide – HCC MARKETING MANAGEMENT → UIU MARKETING – August 2020

<b>Years 1 &amp; 2 at Hawkeye Community College: (continued)</b>						
<b>HCC Program Course Sequence</b>			<b>Course Transfers into UIU as</b>			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
<b>Semester 3 (continued)</b>						
MGT 101	Principles of Management	3	BA 210	Management Principles	3	Business Core
ENG 106	Composition II <i>(Elective)</i>	3	ENG 102	English Composition II	3	Gen Ed Comm./Wrtn
Marketing Elective		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
<b>Semester 4</b>						
BUS 183	Business Law	3	BA 302	Business Law and Ethics	3	Business Core
MGT 170	Human Resource Management	3	BA 361	Human Resources Management	3	Free Elective
MKT 152	Advertising and Visual Merchandising	3	MKT 363	Advertising & Integrated Marketing Communications	3	Major
MKT 142	Consumer Behavior <i>(Elective)</i>	3	MKT 358	Consumer Behavior	3	Major
Marketing Elective		3	---	<i>See Electives Table</i>	3	<i>See Electives Table</i>
Total occupational course credits earned:		65-66	Total course credits accepted:		65-66	
Total credits required for graduation:		64				
Total transferable credits#:		65-66				

 UIU recommendations are **bolded**.

**Years 3 & 4 at Upper Iowa University:**

Courses to be taken at Upper Iowa University	UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In	
	<b>General Education Courses</b>					
		any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---	
		any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---	
	<i>ENG 101</i>	<i>English Composition I</i>	<i>3</i>	<i>Gen Ed Comm./Wrtn</i>	<i>ENG 105</i>	
	<i>ENG 102</i>	<i>English Composition II</i>	<i>3</i>	<i>Gen Ed Comm./Wrtn</i>	<i>ENG 106</i>	
	<i>COMM 105</i>	<i>Public Speaking</i>	<i>3</i>	<i>Gen Ed Comm./Oral</i>	<i>SPC 101</i>	
	<i>CS 102</i>	<i>Intro Computer Applications &amp; Technology</i>	<i>3</i>	<i>Gen Ed Computer Skills</i>	<i>CSC 110</i>	
		any Gen Ed in Natural Science	3	Gen Ed Natural Science	---	
		any Gen Ed in Natural Science	3	Gen Ed Natural Science	---	
	<i>any Gen Ed in Social Science</i>	<i>3</i>	<i>Gen Ed Social Science</i>	<i>ECN 110 OR ECN 130</i>		
	<i>any Gen Ed in Social Science</i>	<i>3</i>	<i>Gen Ed Social Science</i>	<i>PSY 111 OR SOC 110</i>		
	any Gen Ed in Cultures	3	Gen Ed Cultures	---		
<b>Prerequisites</b>						
	<i>MATH 105</i> OR <i>MATH 107</i>	<i>College Mathematics with Applications*</i> <i>College Algebra</i>	<i>3</i> OR <i>3</i>	<i>Gen Ed Math &amp; Prereq. for BA 256 or MATH 220</i>	<i>MAT 121</i>	
<b>Business Core Courses</b>						
<i>ECON 160</i>	<i>Principles of Microeconomics</i>	<i>3</i>	<i>Business Core</i>	<i>ECN 110 OR ECN 130</i>		
ECON 161	Principles of Macroeconomics	3	Business Core	---		
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		
BA 210	Management Principles	3	Business Core	MGT 101		
BA 222	Management Information Systems	3	Business Core	---		
BA 302	Business Law and Ethics	3	Business Core	BUS 183		
FIN 341	Corporate Financial Management	3	Business Core	---		

**Years 3 & 4 at Upper Iowa University: (continued)**

UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
<b>Business Core Courses (continued)</b>				
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	---
<b>Major Courses</b>				
<i>MKT 358</i>	<i>Consumer Behavior</i>	<i>3</i>	<i>Major</i>	<i>MKT 142</i>
<i>MKT 363</i>	<i>Advertising &amp; Integrated Marketing Comm.</i>	<i>3</i>	<i>Major</i>	<i>MKT 152</i>
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	---
<i>2 of the following:</i>		<i>6</i>	<i>Major</i>	<i>MKT 140 &amp; ---</i>
<i>MKT 315</i>	<i>Sales Management</i>	<i>MKT 459</i>	<i>Contemporary Topics in Marketing</i>	
<i>MKT 337</i>	<i>Personal Selling-[MKT 140]</i>	<i>MKT 403</i>	<i>Internship</i>	
<b>Additional Electives</b>				
Electives		0-3	Degree Requirements	---
Total additional credits needed at UIU to complete degree:		<b>54-57</b>		
Total transferable credits from HCC:		65-66		
<b>Total Earned Credits:</b>		<b>120-122</b>		

## ~~ 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 Hawkeye Community College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Hawkeye Community College does not contribute to the upper-division credit requirement at UIU.

*This program transfer guide is based on the May 2020 course-to-course articulation (UIU 2019-2020 catalog & HCC 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.

<b><i>Elective Transfer Table</i></b>						
<b>HCC ELECTIVES</b>			<b>Transfers as UIU Course</b>			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
<b>Marketing Electives</b>						
ACC 116	Introduction to Accounting II	4	---	---	4	Free Elective
<b>ACC 132</b>	<b>Principles of Accounting II</b>	<b>4</b>	<b>ACCT 202</b>	<b>Accounting Principles II *</b>	<b>4</b>	<b>Business Core</b>
BCA 132	Electronic Communications	3	---	---	3	Free Elective
BCA 134	Word Processing	3	---	---	3	Free Elective
BUS 180	Business Ethics	3	BA 225	Business Ethics	3	Free Elective
BUS 220	Introduction to International Business	3	BA 317	International Management *	3	Free Elective
BUS 903	Business Field Experience	3	---	---	3	Free Elective
COM 140	Introduction to Mass Media	3	COMM 102	Introduction to Mass Media	3	Free Elective
<b>ENG 106</b>	<b>Composition II</b>	<b>3</b>	<b>ENG 102</b>	<b>English Composition II *</b>	<b>3</b>	<b>Gen Ed Comm./Wrtn</b>
FIN 121	Personal Finance	3	FIN 288	Personal Financial Management	3	Free Elective
GRA 133	Desktop Publishing	4	---	---	4	Free Elective
MGT 110	Small Business Management	3	BA 370	Entrepreneurship and Small Business Management *	3	Free Elective
MGT 210	Management Decision Making	3	---	---	3	Free Elective
<b>MKT 142</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>MKT 358</b>	<b>Consumer Behavior *</b>	<b>3</b>	<b>Major</b>
MKT 198	Sports Marketing	3	---	---	3	Free Elective
MMS 117	Social Media for Business	3	---	---	3	Free Elective
<b>Math Electives</b>						
MAT 128	Precalculus	4	---	---	4	Free Elective
MAT 134	Trigonometry and Analytic Geometry	3	MATH 115	Trigonometry and Analytic Geometry *	3	Gen Ed Mathematics
MAT 156	Statistics	3	MATH 220	Elementary Statistics *	3	Gen Ed Math & Major
MAT 210	Calculus I	4	MATH 120	Calculus I *	4	Gen Ed Mathematics
MAT 216	Calculus II	4	MATH 200	Calculus II *	4	Free Elective
MAT 219	Calculus III	4	MATH 215	Multivariable Calculus *	4	Free Elective