



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: **MARKETING**

Upper Iowa University Program: **MARKETING**

Minimum GPA for admission: n/a

General Education Courses

NTC			UIU		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3	ENG 101	Basic Composition	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 190	General Psychology	3
10-809-199	Psychology of Human Relations		---	Social Sciences General Education	
10-804-123	Math with Business Applications <u>OR</u>	3	---	elective	3
10-804-189	Introductory Statistics		MATH 220	Elementary Statistics	
10-809-166	Intro to Ethics: Theory and App	3	PHIL 202	Contemporary Ethics	3
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 110	Principles of Sociology	3
10-809-172	Intro to Diversity Studies		SOC 240	Diversity in the United States	
10-809-195	Economics	3	BA 160	Microeconomic Principles	3
Total general education credits earned:		18			
Total transferable general education credits:		18		Total general education credits accepted:	18

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-101-111	Accounting I <u>OR</u>	3	BA 201	Accounting Principles I	3
10-101-147	Accounting Fundamentals		---	elective	
10-103-241	Powerpoint 2016 Level 1	1	---	elective	1
10-103-242	Excel 2106 Level 1	1	---	elective	1
10-104-103	Customer Service	2	---	elective	2
10-104-126	Promotions	3	BA 363	Advertising & Integrated Market Communications	3
10-104-125	Social Media Campaigns 1	3	---	elective	3
10-104-142	Internet Marketing Strategies	3	---	elective	3
10-104-150	Introduction to Marketing Program	1	---	elective	1
10-104-151	Portfolio and Career Development	1	---	elective	1
10-104-154	Principles of Sales	3	---	elective	3
10-104-171	Marketing Management	3	BA 380	Marketing Management	3
10-104-172	Marketing Principles	3	BA 208	Marketing Principles	3
10-104-175	Market Research	3	---	elective	3
10-104-184	Marketing Presentations	1	---	elective	1
10-104-207	Customer Relationship Management (CRM)	1	---	elective	1
10-104-208	Retailing and Merchandising Principles	2	BA 250	Special Topic	2
10-801-141	Introduction To Mass Communication	3	---	elective	3

UIU recommendations are highlighted.

Occupational Courses cont.

Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-204-121	Design & Typography	2	---	elective	2
10-204-123	Computer Page Layout	2	---	elective	2
10-204-116	Publishing On The Internet	2	---	elective	2
10-204-122	Computer Illustration	2	---	elective	2
10-204-126	Photoshop/Image Manipulations	2	---	elective	2
10-204-130	Advanced Page Layout	2	---	elective	2
10-206-160	Video For Social Media	2	---	elective	2
Total occupational course credits earned:		51	Total occupational course credits accepted:		51
Total credits required for graduation:		69			
Total transferable credits:		69	Total credits accepted at UIU:		69

Disclaimer: Students planning to transfer should contact NTC's Transfer Specialist and personnel at UIU for the most current transfer information.

A minimum of 120 semester credits is required for a Bachelor of Science degree at Upper Iowa University. A minimum of 30 credits must be upper division credits; lower division transfer work from NTC does not contribute to the upper division credit requirement at UIU.

Transfer grades lower than C- are not accepted by UIU.

* Course may or may not have been completed at NTC.

Courses needed to complete degree at Upper Iowa University:

Course No.	Course Title	Credits
General Education		
ENG 102	English Composition II	3
COMM 105	Public Speaking	3
CS 102	Intro to Computer Applications & Technology	3
---	an arts/humanities course	3
---	2 natural science courses	6
--- *	a cultures course	(3)
Business Core		
BA 161	Macroeconomic Principles	3
BA 201 *	Accounting Principles I	(3)
BA 202	Accounting Principles II	3
BA 210	Management Principles	3
BA 222	Management Information Systems	3
BA 302	Business Law I	3
BA 341	Corporate Financial Management	3
BA 356	Quantitative Decisions in Business	3
MATH 220 *	Elementary Statistics	(3)
Major		
BA 358	Consumer Behavior	3
BA 451	Marketing Research	3
BA 456	Marketing Cases	3
BA 460	Strategic Management	3
1 of the following:		3
BA 424 Global Marketing		
BA 488 Economics of International Business		
Minimum credits needed at UIU to complete degree:		(54-) 63