



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC 2019-2020 Program: MARKETING

UIU 2019-2020 Program: MARKETING

Minimum GPA for admission:

Initial effective date:

General Education Courses

NTC			Upper Iowa University		
Course No.	Course Title	Credits	Course No.	Course Title/Field -- (Fulfills Requirement)	Credits
10-801-195	Written Communication <u>OR</u>	3	ENG 101	English Composition -- (Gen Ed)	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 190	General Psychology -- (Gen Ed)	3
10-809-199	Psychology of Human Relations		---	(Elective)	
10-804-123	Math with Business Applications <u>OR</u>	3	---	(Elective)	3
10-804-189	Introductory Statistics		MATH 220	Elementary Statistics -- (Gen Ed & Busn. Core)	
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 110	Principles of Sociology -- (Gen Ed)	3
10-809-172	Intro to Diversity Studies		SOC 240	Diversity in the United States -- (Gen Ed)	
10-809-195	Economics	3	ECON 160	Principles of Microeconomics -- (Busn. Core)	3
Total general education credits earned:		15			
Total transferable general education credits:		15	Total general education credits accepted:		15

Note: **bolded** courses are recommended by UIU.

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title -- (Fulfills Requirement)	Credits
10-103-242	Excel 2106 Level 1	1	---	(Elective)	1
10-104-103	Customer Service	2	---	(Elective)	2
10-104-144	Retail Operations Management	3	---	(Elective)	3
10-206-160	Video For Social Media	2	---	(Elective)	2
10-801-141	Introduction To Mass Communication	3	---	(Elective)	3
10-204-116	Publishing On The Internet	2	---	(Elective)	2
10-204-126	Photoshop/Image Manipulations	2	---	(Elective)	2
10-104-150	Introduction to Marketing Program	1	---	(Elective)	1
10-104-154	Principles of Sales	3	---	(Elective)	3
10-104-172	Marketing Principles	3	MKT 208	Marketing Principles -- (Busn. Core)	3
10-104-184	Marketing Presentations	1	---	(Elective)	1
10-104-185	Advanced Sales	3	---	(Elective)	3
10-104-126	Promotions	3	MKT 363	Advertising & Integrated Marketing Communications -- (Major)	3
10-104-210	Digital Marketing Strategies	3	---	(Elective)	3
10-104-175	Market Research	3	---	(Elective)	3
10-104-208	Retailing and Merchandising Principles	2	---	(Elective)	2
10-103-241	PowerPoint 2016 Level 1	1	---	(Elective)	1
10-104-125	Social Media Campaigns 1	3	---	(Elective)	3
10-104-151	Personal Branding & Portfolio	1	---	(Elective)	1
10-104-171	Marketing Management	3	---	(Elective)	3
10-104-207	Customer Relationship Management (CRM)	1	---	(Elective)	1
Total occupational course credits earned:		46	Total occupational course credits accepted:		46
Total credits required for graduation:		61			
Total transferable credits:		61	Total credits accepted at UIU:		61

Disclaimer: Students planning to transfer should contact NTC's Transfer Specialist and transfer 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 UIU:

Course No.	Course Title	Credits
General Education Studies		
	Any Gen Ed in Arts/Humanities	3
	Any Gen Ed in Arts/Humanities	3
ENG 101	English Composition I (Gen Ed Comm./Wrtn)	3
ENG 102	English Composition II (Gen Ed Comm./Wrtn)	3
COMM 105*	Public Speaking (Gen Ed Comm./Oral)	3
CS 102*	Intro Computer Applications & Technology (Gen Ed Comp. Skills)	3
MATH 105 or higher	College Algebra w/Applications (Gen Ed Mathematics) (MATH 220)	3
	Any Gen Ed in Natural Science	3
	Any Gen Ed in Natural Science	3
	Any Gen Ed in Social Science (PSY 190)	3
	Any Gen Ed in Social Science (ECON 160)	3
	Any Gen Ed in Cultures (SOC 240)	3

More on next page.



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Marketing major at UIU may not be completed with a business administration major with a marketing emphasis.

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Courses needed to complete degree at UIU: (continued)

Course No.	Course Title	Credits
Business Core		
<i>ECON 160*</i>	<i>Principles of Microeconomics</i>	3
ECON 161	Principles of Macroeconomics	3
ACCT 201*	Accounting Principles I	3
ACCT 202*	Accounting Principles II	3
<i>MKT 208*</i>	<i>Marketing Principles</i>	3
BA 210	Management Principles	3
BA 222	Management Information Systems	3
BA 302*	Business Law and Ethics	3
FIN 341	Corporate Financial Management	3
BA 256 OR	Quantitative Analysis for Business I	3
<i>MATH 220*</i>	<i>Elementary Statistics</i>	
BA 356	Quantitative Analysis for Business II	3
BA 374	Business Communication	3
BA 460	Strategic Management	3
Major		
MKT 358	Consumer Behavior	3
<i>MKT 363</i>	<i>Advertising & Integrated Marketing Communications</i>	3
MKT 414	New Product Development	3
MKT 424	Global Marketing	3
MKT 451	Marketing Research	3
MKT 479	Branding	3
MKT 489	Social Media Marketing	3
<i>Two of the following:</i>		6
MKT 315	Sales Management	
MKT 337	Personal Selling	
MKT 403	Internship	
MKT 459	Contemporary Topics in Marketing	
Upper-Division Elective		0
Total additional credits needed at UIU to complete degree:		75
Total Credits Earned:		136

Updated on: 06/25/19