



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 I -- (Gen Ed Comm./Wrtn)	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 190	General Psychology -- (Gen Ed Soc. Sci.)	3
10-809-199	Psychology of Human Relations			---	
10-804-123	Math with Business Applications <u>OR</u>	3	---	Elective	3
10-804-189	Introductory Statistics			MATH 220	
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 110	Principles of Sociology -- (Gen Ed Soc. Sci.)	3
10-809-172	Intro to Diversity Studies			SOC 240	
10-809-195	Economics	3	ECON 160	Principles of Microeconomics -- (Busn. Core & Gen Ed Soc. Sci.)	3
10-890-165	College 101	1		Elective	1
	Total general education credits earned:	16		Total general education credits accepted:	16

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title -- (Fulfills Requirement)	Credits
10-103-242	Excel Level 1	1	---	Elective	1
10-104-129	Marketing Services and Customer Experience	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
10-104-150	Introduction to Marketing Program	1	---	Elective	1
10-104-154	Principles of Sales	3	MKT 337	Personal Selling -- (Major)	3
10-104-172	Marketing Principles	3	MKT 208	Marketing Principles -- (Major)	3
10-104-184	Marketing Presentations	1	---	Elective	1
10-104-185	Advanced Sales	3	---	Elective	3
10-104-128	Integrated Marketing Communications	3		Elective	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 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

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10-204-116	Graphics for Web Design	2	---	Elective	2
10-204-121	Introduction to Graphics Software and Design	2	---	Elective	2
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:	62		Total credits accepted at UIU:	62

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.

Legend:

- **Bolded courses** are recommended by UIU.

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

Updated on: 01/04/2024

Courses needed to complete degree at UIU:

Course No.	Course Title	Credits
General Education Studies		
	Any Gen Ed in Arts/Humanities	3
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ENG 102	English Composition II (<i>Gen Ed Comm./Wrtn</i>)	3
COMM 200	Interpersonal Comm. (<i>Gen Ed Comm./Oral</i>)	3
IS 102	Intro Computer Applications & Technology (<i>Gen Ed Comp. Skills</i>)	3
	Any Gen Ed in Natural Science	3
	Any Gen Ed in Natural Science	3
Business Core		
ECON 161	Principles of Macroeconomics	3
ACCT 201	Accounting Principles I	3
ACCT 202	Accounting Principles II	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 356	Quantitative Analysis for Business II	3
BA 374	Business Communication	3
BA 460	Strategic Management	3
Major		
MKT 358	Consumer Behavior	3
MKT 363	Advertising and Integrated Marketing Communications	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>One of the following:</i>		3
MKT 315	Sales Management	
MKT 403	Internship	
MKT 459	Contemporary Topics in Marketing	
Total additional credits needed at UIU to complete degree:		75
Total Credits Earned:		137

