

Program Transfer Guide
Des Moines Area Community College
Associate in Applied Science (AAS) in
BUSINESS ADMIN, ENTREPRENEURSHIP
→ UIU Bachelor of Science (BS) in
MARKETING
SEPTEMBER 2023



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						
BUS 102	Intro to Business	3	---	---	3	Free Elective
BUS 148	Small Business Mgmt*	3	BA 370	Entrepreneurship & Small Business Mgmt.	3	Free Elective
CSC 116	Information Computing	3	IS 102	Intro to Comp. Applications & Tech.	3	Gen Ed Comp Skills
FIN 121	Personal Finance	3	FIN 288	Personal Fin. Mgmt	3	Free Elective
SDV 108	The College Experience	1	---	---	1	Free Elective
Core Communications (ENG 105)		3	ENG 101	English Composition I	3	Gen Ed Comm/Wrtn
Semester 2						
BUS 112	Business Math	3	---	---	3	Free Elective
BUS 141	Small Business Start Up*	3	BA 370	Entrepreneurship & Small Business Mgmt.	3	Free Elective
BUS 185	Business Law I	3	BA 302	Business Law & Ethics	3	Business Core
BUS 220	Intro to International Bus.	3	---	---	3	Free Elective
SPC 101 OR SPC 122	Fund of Oral Communication OR Interpersonal Comm	3 OR 3	COMM 105 OR COMM 200	Public Speaking OR Interpersonal Comm	3 OR 3	Gen Ed Comm/Oral OR Gen Ed Comm/Oral
Semester 3						
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	Business Core
ADM 221	Career Development Skills	2	---	---	2	Free Elective
BUS 138	Small Business Marketing*	3	BA 370	Entrepreneurship & Small Business Mgmt.	3	Free Elective
BUS 186	Business Law II	3	---	---	3	Free Elective
BUS 260	Introduction to Insurance	3	---	---	3	Free Elective
ECN 120	Principles of Macroeconomics	3	ECON 161	Principles of Macroeconomics	3	Business Core
Semester 4						
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II	4	Business Core
ACC 314	QuickBooks Accounting	3	---	---	3	Free Elective
BUS 131	Small Business Mgmt Strategies*	3	BA 370	Entrepreneurship & Small Business Mgmt.	3	Free Elective
BUS 902	Career Seminar	1	---	---	1	Free Elective
BUS 932	Internship	2	---	---	2	Free Elective
ECN 130	Principles of Microeconomics	3	ECON 160	Principles of Microeconomics	3	Business Core
Total occupational course credits earned:		65	Total course credits accepted:		65	
Total transferable credits#:		65				

*UIU recommendations are **bolded**.*

*All four courses required to satisfy BA 370 at Upper Iowa University

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	Gen Ed Arts/Humanities	---
	any Gen Ed in Arts/Humanities	3	Gen Ed Arts/Humanities	---
ENG 101	English Composition I	3	Gen Ed Comm./Wrtn	ENG 105
ENG 102	English Composition II	3	Gen Ed Comm./Wrtn	---
COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3	Gen Ed Comm./Oral	SPC 101 OR SPC 122
IS 102	Intro Computer Applications & Technology	3	Gen Ed Computer Skills	CSC 116
	any Gen Ed in Natural Science	3	Gen Ed Natural Science	---
	any Gen Ed in Natural Science	3	Gen Ed Natural Science	---
	any Gen Ed in Social Science	3	Gen Ed Social Science	ECON 160 <i>in major</i>
	any Gen Ed in Social Science	3	Gen Ed Social Science	ECON 161 <i>major</i>
	any Gen Ed in Cultures	3	Gen Ed Cultures	---
Prerequisites				
MATH 105 OR MATH 107	College Mathematics with Applications OR College Algebra	3	Gen Ed Math & Prereq. for BA 256 or MATH 220	---
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	---
BA 210	Management Principles	3	Business Core	---
BA 222	Management Information Systems	3	Business Core	---
BA 256 OR MATH 220	Quantitative Analysis for Business I OR Elementary Statistics	3	Business Core	---
BA 302	Business Law and Ethics	3	Business Core	BUS 185
FIN 341	Corporate Financial Management	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	---
Major Courses				
MKT 358	Consumer Behavior	3	Major	---
MKT 363	Advertising & Integrated Mktg Comm	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	---
<i>Two of the following:</i>		6	Major	---
MKT 315	Sales Management			
MKT 337	Personal Selling	MKT 459	Contemporary Topics in Marketing	
MKT 403	Internship			
Total additional credits needed at UIU to complete degree:		72		
Total transferable credits from DMACC:		65		
Total Earned Credits:		137		

Courses to be taken at Upper Iowa University

~~ NOTES ~~**LEGEND:**

- # Transfer grades lower than a C- will not be accepted.
- *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 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 2023 course-to-course articulation (UIU 2023-24 catalog & DMACC 2023-24 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.

Maximize Your Transfer to UIU

Take up to 13 credits to fulfill general education and business core requirements.

Choose up to 13 additional credits at Des Moines Area Community College to transfer into Upper Iowa University to fulfill general education and business core requirements. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

Choose up to 13 credits from the following areas:

- Arts/Humanities General Education Requirement – up to 6 credits
- Communication (Written) General Education Requirement – up to 3 credits
- Mathematics General Education Requirement – up to 3 credits
- Natural Science General Education Requirement – up to 6 credits
- Cultures General Education Requirement – up to 3 credits
- Major/Business Core – up to 9 credits