

Program Transfer Guide
Des Moines Area Community College Associate in Arts (AA) in
BUSINESS TRANSFER MAJOR
→ UIU Bachelor of Science (BS) in
MARKETING
OCTOBER 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						
ENG 105	Composition I	3	ENG 101	English Composition I	3	Gen Ed Comm/Wrtn
CSC 116	Information Computing	3	IS 102	Intro to Comp. Application with Tech	3	Gen Ed Comp. Skills
ECN 120	Principles of Macroecon	3	ECON 161	Principles of Macroecon.	3	Gen Ed Soci Sci & Business Core
SDV 108 OR SDV 129	The College Experience OR Transition to College	1	---	---	1	Free Elective
MAT 141 OR MAT 156	Finite Math OR Statistics	4 OR 3	---	---	4 OR 3	Free Elective OR Gen Ed Math & Business Core
AA Degree Core Social & Behavioral Sci.		3	---	---	3	Gen Ed
Semester 2						
BUS 185	Business Law I	3	BA 302	Business Law & Ethics	3	Business Core
ECN 130	Principles of Microeconomics	3	ECON 160	Principles of Microecon.	3	Gen Ed Soc. Sci & Business Core
ENG 106	Composition II	3	ENG 102	English Composition II	3	Gen Ed Com/Wrtn
AA Degree Core Humanities		3	---	---	3	Gen Ed Humanities
MAT 162 OR MAT 164	Principles of Bus. Stats OR Calculus for Busn/Soc. Sci	4	BA 256 OR ---	Quant. Analysis for Bus. OR ---	4	Business Core OR Free Elective
Semester 3						
ACC 131	Principles of Accounting I	4	ACCT 201	Accounting Principles I	4	Business Core
AA Core Science with Lab		3	---	---	3	Gen Ed Nat. Sci.
AA Core Social & Behavioral Science		3	---	---	3	Gen Ed
AA Degree Core Humanities		3	---	---	3	Gen Ed Humanities
SPC 101 OR SPC 122	Fund. Of Oral Comm. OR Interpersonal Comm	3	COMM 105 OR COMM 200	Public Speaking OR Interpersonal Comm.	3	Gen Ed Comm/Oral
Semester 4						
ACC 132	Principles of Accounting II	4	ACCT 202	Accounting Principles II	4	Business Core
AA Degree Core Humanities		3	---	---	3	Humanities Gen Ed
AA Degree Distributed		4	---	---	4	Gen Ed
Elective Credit		1-2	---	---	1-2	Free Elective
BUS 231 OR MAT 164 OR MGT 101	Quantitative Methods/Bus Deci OR Calculus for Busn/Soc Sci OR Principles of Management	4 OR 4 OR 3	BA 356 OR ---	Quant. Analysis for Bus. II OR ---	4 OR 4 OR 3	Business Core OR Free Elective OR Business Core
Total occupational course credits earned:		64	Total course credits accepted:		64	
Total transferable credits#:		64				

UIU recommendations are **bolded**.

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	Students who transfer to UIU with a completed Associate of Arts (AA) degree in liberal arts from Des Moines Area Community College, will be considered to have fulfilled all lower-division Upper Iowa University general education requirements.	
	any Gen Ed in Arts/Humanities	3		
ENG 101	English Composition I	3		
ENG 102	English Composition II	3		
COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3		
IS 102	Intro Computer Applications & Technology	3		
	any Gen Ed in Natural Science	3		
	any Gen Ed in Natural Science	3		
	any Gen Ed in Social Science	3		
	any Gen Ed in Social Science	3		
	any Gen Ed in Cultures	3		
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	MGT 101
BA 222	Management Information Systems	3	Business Core	---
MATH 220	Elementary Statistics	3	Gen Ed Math/Bus. Core	MAT 156
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			
Additional Electives				
Electives		11	Degree Requirements	---
Total additional credits needed at UIU to complete degree:		56		
Total transferable credits from DMACC:		64		
Total Earned Credits:		120		

Courses to be taken at Upper Iowa University

~~ NOTES ~~**LEGEND:**

- #Transfer grades lower than a C- will not be accepted.
- **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 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 14 credits to fulfill business core and elective requirements.

Choose up to 14 additional credits at Des Moines Area Community College to transfer into Upper Iowa University to fulfill business core and elective requirements. Talk with your advisors to ensure additional courses will fit with your degree plan and financial aid requirements.

Choose up to 14 credits from the following areas:

- Business Core Requirement – up to 3 credits
- Major Requirement – up to 6 credits
- Elective Requirement – up to 11 credits