

Program Transfer Guide

Gateway Technical College Associate of Applied Science (AAS) in

MARKETING

→ UIU Bachelor of Science (BS) in

MARKETING

JUNE 2025



Years 1 & 2 at Gateway Technical College:

GTC Program Course Sequence			Course Transfers into UIU as			
Course ID	Course Name	# Cr	Course ID	Course Name	# Cr	Requirement Fulfilled
Term 1						
809-155	Gateway to Success	1	FYS 120/122	First Year Seminar	1	PPE FYS 120/122
104-101	Marketing Principles	3	MKT 208	Marketing Principles	3	Business Core
102-137 OR 102-160	Introduction to Business OR Business Law	3	----- OR BA 302	----- OR Business Law & Ethics	3	Free Elective OR Business Core
801-136	English Composition 1	3	ENG 101	English Composition I	3	PPE ENG 101
103-143	Computer for Professionals	3	IS 102	Intro to Computer App/Tech	3	Prereq for BA 256
Term 2						
104-104	Selling Principles	3	MKT 337	Personal Selling	3	Major
104-105	Promotion Principles	3	MKT 363	Advertising & Integrated Marketing Comm	3	Major
104-194	International Marketing	3	MKT 424	Global Marketing	3	Major
804-135	Quantitative Reasoning	3	MATH 101	Math for Liberal Arts	3	PPE QR & Prereq
Term 3						
801-196 OR 801-198	Oral/Interpersonal Comm OR Speech	3	COMM 200 OR COMM 105	Interpersonal Comm OR Public Speaking	3	PPE COMM 200 OR PPE COMM 105
809-198	Psychology, Introduction to	3	PSY 190	General Psychology	3	PPE Social Science
Term 4						
104-133	Social Media Strategies	3	-----	-----	3	Free Elective
104-109	Marketing/Sports & Event Intro	3	-----	-----	3	Free Elective
104-173	Marketing Research	3	MKT 451	Marketing Research	3	Major
809-172	Diversity Studies, Intro to	3	SOC 240	Diversity in the US	3	PPE DEI
Term 5						
104-137	Digital Marketing	3	-----	-----	3	Free Elective
101-112 OR 101-114	Accounting for Business OR Accounting Principles	3 OR 4	ACCT 201	Accounting Principles I	3-4	PPE QR & Bus Core
104-115	Marketing Capstone/Internship	3	-----	-----	3	Free Elective
104-172	Marketing Management	3	-----	-----	3	Free Elective
Term 6						
809-143	Microeconomics	3	ECON 160	Principles of Microecon.	3	PPE Civ/Ethics & Bus Core
XXX-XXX	Elective Course (105-106)	3	BA 374	Business Communication	3	Business Core
Total occupational course credits earned:		61-62	Total course credits accepted:		61-62	
Total transferable credits#:		61-62	UIU recommendations are bolded .			

Years 3 & 4 at Upper Iowa University:

Courses to be taken at Upper Iowa University	UIU Program Course List		# Cr	Requirement Fulfilled	Transferred In
	Peacock Professional Experience (PPE) Courses				
	FYS 120 OR FYS 122	First Year Seminar (Fayette) First Year Seminar (Online/Self-Paced)	3	Success in Higher Education	809-155
	ENG 101	English Composition I	3	PPE Prof Comm/Wrtn (PW)	801-136
	ENG 102	English Composition II	3	PPE Prof Comm/Wrtn (PW)	---
	COMM 105 OR COMM 200	Public Speaking Interpersonal Communication	3	PPE Prof Comm/Oral (PC)	801-198 OR 801-196
		any Diversity, Equity & Inclusion	3	PPE Divers., Equity & Inclusion (DEI)	809-172
		any Quantitative Reasoning	3	PPE Quantitative Reasoning (QR)	<i>in major</i>
		any Science	3	PPE Science (SCI)	---
		any Social Science	3	PPE Social Science (SSCI)	809-198
		any Civics, Ethics & Citizenship	3	PPE Civics, Ethics & Citizenship (CIV)	ECON 160
		any Creative Expression	3	PPE Creative Expression (CREX)	---
	Prerequisites				
	MATH 101 OR MATH 105 OR MATH 107	Math for Liberal Arts College Mathematics with App College Algebra	3	PPE QR & Prereq. for BA 256 or MATH 220 & ACCT 201	804-135
	IS 102	Computer Applications and Tech.	3	Prereq. For BA 256	103-143
	Business Core Courses				
	ECON 160	Principles of Microeconomics	3	Business Core/PPE CIV	809-143
	ECON 161	Principles of Macroeconomics	3	Business Core	---
	ACCT 201	Accounting Principles I	3	Business Core/PPE QR	101-112 or 101-114
	ACCT 202	Accounting Principles II	3	Business Core	---
	MKT 208	Marketing Principles	3	Business Core	104-101
	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 Elementary Statistics	3	Business Core/PPE QR	--- OR ---
	BA 302	Business Law and Ethics	3	Business Core	102-160
	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	105-106
	BA 460	Strategic Management	3	Business Core	---
	Major Courses				
	MKT 358	Consumer Behavior	3	Major	---
	MKT 363	Advertising & Integrated Mktg Comm	3	Major	104-105
	MKT 414	New Product Development	3	Major	---
	MKT 424	Global Marketing	3	Major	104-194
	MKT 451	Marketing Research	3	Major	104-173
	MKT 479	Branding	3	Major	---
	MKT 489	Social Media Marketing	3	Major	---
	<i>Two of the following:</i>		6-3	Major	104-104
	MKT 315	Sales Management			
	MKT 337	Personal Selling			
	MKT 403	Internship			
				MKT 459 Contemporary Topics in Marketing	

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Additional Electives			
Upper-Division Electives	6	Degree Requirements	---
Electives	4-5	Degree Requirements	---
Total additional credits needed at UIU to complete degree:		58-59	
Total transferable credits from GTC:		61-62	
Total Earned Credits:		120	

~~ 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 Gateway Technical College. A minimum of 30 credits must be upper-division credits for a UIU baccalaureate degree; lower-division transfer work from Gateway Technical College does not contribute to the upper-division credit requirement at UIU.

This program transfer guide is based on the June 2025 course-to-course articulation (UIU 2024-25 catalog & GTC 2024-25 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.

Elective Transfer Table

GTC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
Suggested Electives						
105-106	Business Communications	3	BA 374	Business Communication	3	Business Core
145-119	Entrepreneurship	3	----	----	3	Free Elective
201-101	Comp. Illustr. & Drawing Tech	3	----	----	3	Free Elective
104-127	Retailing	3	----	----	3	Free Elective

Maximize Your Transfer to UIU

Take up to 16-17 credits to fulfill the Peacock Professional Experience (PPE), Business Core and Elective Requirements.

Choose up to 16-17 additional credits at Gateway Technical College to transfer into Upper Iowa University to fulfill PPE, 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 16-17 credits from the following areas:

- Creative Expression PPE Requirement – up to 3 credits
- Professional Communication (Written) PPE Requirement – up to 3 credits (ENG 102)
- Science PPE Requirement – up to 3 credits
- Business Core Requirements – up to 15 credits (*lower division only – see table below*)
- Electives – up to 4-5 credits

Additional Elective Transfer Guide

GTC ELECTIVES			Transfers as UIU Course			
Course Id	Course Name	# Cr	Course Id	Course Name	# Cr	Requirement Fulfilled
PPE Written Communication Requirement						
801-150 OR 801-202	English Composition II OR English Composition 2	3 OR 3	ENG 102	English Composition II	3	PPE ENG 102
PPE Science Requirement						
001-107	Plant Biology for Horticulture	3	SCI 150	Science Gen Ed	3	PPE Science
806-102	Environmental Chemistry	4	CHEM 115	Environmental Chemistry	4	PPE Science
806-112	Principles of Sustainability	3	SCI 150	Science Gen Ed	3	PPE Science
806-114	General Biology	4	BIO 100	General Biological Science	4	PPE Science
806-127	Chemistry 1	4	SCI 150	Science Gen Ed	4	PPE Science
806-134	General Chemistry	4	SCI 150	Science Gen Ed	4	PPE Science
806-154	General Physics I	4	PHY 111 AND PHY 112	Introductory Physics I AND Introductory Physics Lab I	3 AND 1	PPE Science
806-177	General Anatomy & Physiology	4	SCI 150	Science Gen Ed	4	PPE Science
806-179	Anatomy/Physiology Advanced	4	SCI 150	Science Gen Ed	4	PPE Science
806-186	Introduction to Biochemistry	4	SCI 150	Science Gen Ed	4	PPE Science
806-195	Anatomy & Physiology I	4	BIO 270	Human Anatomy & Physiology I	4	PPE Science
806-201	Survey of Natural Science	4	SCI 150	Science Gen Ed	4	PPE Science
806-203	Nutrition	3	BIO 165	Human Biology & Nutrition	3	PPE Science
806-237	Biology 1	5	BIO 135	Principles of Biology I	5	PPE Science
PPE Creative Expression Requirement						
201-100	Design Concepts	4	GRAF 112	Intro to Graphic Design	4	PPE Creative Expr.
201-102	Intro to Digital Photography	3	GRAF 218	Digital Photography	3	PPE Creative Expr.
201-112	Advanced Digital Photography	3	GRAF 218	Digital Photography	3	PPE Creative Expr.
304-101	Hist. of Furniture/Décor. Arts	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
304-102	Principles of Interior Design	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
304-118	Art History	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
504-176	Spanish for Law Enforcement	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
533-126 AND 533-127	American Sign Language 1 AND American Sign Language 2	2 AND 2	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
533-128 AND 533-129	American Sign Language 3 AND American Sign Language 4	2 AND 2	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
801-204	Introduction to Literature	3	ENG 125	Introduction to Literature	3	PPE Creative Expr.
801-177	Creative Writing	3	ENG 170	Introduction to Creative Writing	3	PPE Creative Expr.
801-205	Creative Writing	3	ENG 170	Introduction to Creative Writing	3	PPE Creative Expr.
802-118	SPA IV: Fourth Semester Spanish	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
802-119	SPA III: Third Semester Spanish	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
802-124	SPA I: First Semester Spanish	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
802-125	SPA II: Second Semester Spanish	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
802-126	Spanish for Healthcare Providers	3	CREX 150	Creative Expression Gen Ed	3	PPE Creative Expr.
802-201	Spanish 1	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
802-202	Spanish 2	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
802-203	Spanish 3	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.

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802-204	Spanish 4	4	CREX 150	Creative Expression Gen Ed	4	PPE Creative Expr.
Business Core Requirements						
101-116	Corporate Accounting	3	ACCT 202	Accounting Principles II	3	Business Core
106-023	Office Management	3	BA 210	Management Principles	3	Business Core
106-022 OR 107-011	Info. Management for Business OR IT in Business	3 OR 3	BA 222	Management Info. Systems	3	Business Core
804-189	Statistics, Introductory	3	MATH 220	Elementary Statistics	3	PPE QR & Bus Core
809-201	Macroeconomics	3	ECON 161	Principles of Macroeconomics	3	Business Core