

Kirkwood CC to Mount Mercy University Transfer Plan for Marketing

1. Complete your A.A. degree. *Students who transfer to Mount Mercy with an A.A. degree from Kirkwood Community College will have all Core Curriculum requirements waived except the Mercy Capstone and one course in the Ultimate Questions domain. These two requirements must be taken at Mount Mercy. (See Transfer Guide at www.mtmercy.edu/transferguide for all core classes.)*
2. Consider major courses below as part of your electives toward your A.A. degree. A maximum of 75 credits toward a bachelor's degree in a business field can be transferred from Kirkwood community college.

Major Requirements (36 s.h. of Business Core and 18 s.h. of Marketing Coursework)

Mount Mercy Major Courses	Kirkwood Community College Equivalent
Business Core (36 s.h.)	
BA 203 Principles of Law I	BUS 185 Business Law I
BA 250 Technology and Communication in Business	
BA 270 Business Statistics	MAT 157 Statistics or MAT 162 Business Statistics
BA 379 Financial Management	
BA 435 Senior Seminar in Business or BA 436 Business Strategy Seminar	
BC 265 Principles of Accounting I	ACC 152 Financial Accounting
BC 266 Principles of Accounting II	ACC 156 Managerial Accounting
BN 204 Principles of Management	MGT 101 Principles of Management
BK 208 Principles of Marketing	MKT 110 Principles of Marketing
EC 251 Macroeconomic Principles	ECN 120 Principles of Macroeconomics
EC 252 Microeconomic Principles	ECN 130 Principles of Microeconomics
AND One of the Following:	
MA 130 Finite Mathematics	MAT 140 Finite Math
MA 132 Basic Mathematical Modeling	
MA 139 Pre-Calculus	MAT 136 Trigonometry & Analytic Geometry
MA 142 Mathematics Modeling	
MA 160 Business Calculus	
MA 164 Calculus I	MAT 210 Calculus I
Marketing Major Coursework (18 s.h.)	
BK 305 Professional Selling	MKT140 Principles of Selling
BK 310 Consumer Behavior	
BK 321 Market Research	
BK 431 Marketing Management	
AND Two (1 of which must be BK) of the following:	
BK 300 Advertising and Creative Campaign Strategies	MKT 150 Principles of Advertising
BK 301 Product, Brand and Category Management	
BK 311 International Marketing	MKT 190 International Marketing
BK 331 Retail Management	MKT 160 Principles of Retailing
BK 335 Tradeshow and Event Planning	
BK 340 Contemporary Topics in Marketing	

(Marketing coursework continued)	
BK 421 Marketing Internship	
BN 377 Project Management*	
AR 120 Visual Technology	GRA 128 Illustrator II
AR 130 Graphic Design I	GRA 131 Digital Layout
CO 130 Basic Media Grammar for Professional Writing	
CS 101 Using Computers in Research Settings	
EN 123 Professional Writing	ENG 108 Composition II: Technical Writing
<p>All marketing majors must achieve a minimum grade of C- in all marketing courses required for the major.</p> <p>*Cannot double count for the Management or Human Resource Management major.</p> <p><i>If your transfer institution offers the same course title but with different course numbers, please reach out to the Office of Admissions at Mount Mercy to clarify.</i></p>	

Mount Mercy University Graduation Requirements:

1. A minimum of 123 semester hours credit earned toward the degree.
2. A minimum cumulative GPA of 2.00 for all credits earned at Mount Mercy.
3. Completion of the core curriculum requirements.
4. Completion of a major program of study.
5. At least 12 semester hours, above course number of 200, in the major must be completed at Mount Mercy.
6. Minimum of 30 consecutive semester hours completed at Mount Mercy immediately preceding graduation.
7. If graduating with a minor or endorsement, nine (9) semester hours of the minor must be taken at Mount Mercy.

Note: The plan of study is intended to be used as a guide and changes to curriculum may occur. For specific course information and degree information, please visit MMU’s catalog at catalog.mtmercy.edu.

To apply:

- Apply online at www.mtmercy.edu/apply (no application fee required)
- Send official transcripts from all colleges attended. If you do not have an associate degree, also please send high school transcripts to: Office of Admissions, 1330 Elmhurst Drive NE, Cedar Rapids, Iowa 52402-4797

For additional information, please contact:

Mount Mercy University, 319-368-6460 | 800-248-4504, admissions@mtmercy.edu

www.mtmercy.edu