

Marketing Transfer Plan

Consider major courses below as part of your electives toward your Associate of Arts (A.A.), Associate of Science (A.S.) or Associate of Applied Science (A.A.S.) degree. A maximum of 75 credits toward a bachelor's degree in a business field can be transferred from an Iowa community college.

Students who transfer to Mount Mercy with an A.A. degree from an Iowa 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.

Major Requirements (36 credits of Business Core and 18 credits of Marketing Coursework)

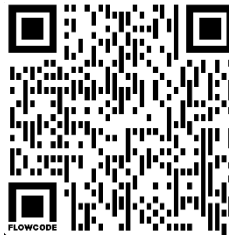
| Mount Mercy Major Courses | Iowa Community College Equivalent |
|--|---|
| Business Core (36 credits) | |
| BA 203 Principles of Law | BUS 185 Business Law |
| BA 250 Technology and Communication in Business | |
| BA 270 Business Statistics | MAT 157 Statistics <u>or</u> MAT 162 Business Statistics |
| 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 <u>OR</u> MAT 163 Quantitative Analysis |
| MA 142 Mathematics Modeling | |
| MA 160 Business Calculus | MAT 165 Business Calculus |
| MA 164 Calculus I | MAT 210 Calculus I |
| Marketing Major Coursework (18 credits) | |
| BK 305 Professional Selling | MKT140 Principles of Selling |
| BK 310 Consumer Behavior | |
| BK 321 Market Research | |
| BK 431 Marketing Management | |
| AND Choose Two Marketing Electives | |

All **marketing majors** must achieve a minimum grade of C- in all marketing courses required for the major.

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.

Note: This 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.

Mount Mercy University Graduation Requirements and Course Descriptions



catalog.mtmercy.edu/curriculum

To apply:

- Apply online at www.mtmercy.edu/apply (no application fee required)
- Send official transcripts from all colleges attended. Office of Admissions, 1330 Elmhurst Drive NE, Cedar Rapids, Iowa 52402-4797 or admission@mtmercy.edu

For additional information, please contact:

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

www.mtmercy.edu