

# Briar Cliff UNIVERSITY

Western Iowa Tech Community College to Briar Cliff University

## TRANSFER GUIDE



## BACHELOR OF ARTS IN MARKETING PROGRAM

### OVERVIEW

This program prepares students to strategically develop and execute marketing plans to advance products in today's modern marketplace. Graduates learn how to satisfy individual and organizational marketing objectives while working within a brand. This program will help students learn to research the demographic, social, economic, technological, environmental and cultural factors influencing demand for a target consumer, plus how to strategically position communication to resonate with that audience. Additionally, it will teach both theoretical and applied learning foundations.



Program graduates will be able to demonstrate competencies in the core areas of research, problem solving, statistical analysis, computer skills, mathematics, oral communication and writing, apply ethical reasoning to decision making and demonstrate personal and team leadership skills.

### PROGRAM ENTRY

Students enrolled in this cooperative program complete their Associate of Arts degree in Marketing at Northeast Community College and Bachelor of Arts in Marketing at Briar Cliff University. Assessment and advising before registration will help ensure success in program planning and completion.

### WHY THIS PROGRAM?

**Hands-on experience:** In the Marketing Research class, students help real businesses gain insights into their customers. Or write a marketing plan for a local company in the Marketing Management class. At Briar Cliff, you won't just read about the practice of marketing in a book – you'll experience it!

**Joining a history of excellence:** Briar Cliff's nationally recognized Enactus Team has qualified for the national level of competition against universities more than 20 times our size. We are proud of the impact our Enactus group makes on the community far and wide through local and international projects.

**Career focused:** From Blue Bunny and Gelita to Amazon, our program alumni have gone on to work for a variety of local and international companies and corporations. Our specialized courses are taught by experienced faculty who bring their real-world experience to the classroom every day.

### CAREER OPTIONS

- Marketing manager
- Marketing professional
- Social media manager
- Master in Business pathway
- Sales manager
- Customer service representative
- Sales professional
- Brand specialist



# BACHELOR OF ARTS IN MARKETING

## Northeast Community College

### Freshman - Fall Semester (16-18 credits)

ACCT 1200	Principles of Accounting I	3
BSAD 2700	Business Law I	3
ENGL 1010	English Composition I	3
BSAD 2540	Principles of Management	3
Mathematics*		3-5
BSAD 1005	Investing in Strengths	1

### Freshman - Spring Semester (15 credits)

ACCT 1210	Principles of Accounting II	3
MATH 2030	Introduction to Statistics OR	
BSAD 2170	Applied Statistics	3
BSAD 2250	International Business	3
Behavioral Science		3
English/Literature		3

### Sophomore - Fall Semester (16-17 credits)

ECON 2110	Principles of Macroeconomics	3
HPER 1550	Lifetime of Wellness	3
Oral Communication		3
Natural Science		4-5
BSAD 2520	Principles of Marketing	3

### Sophomore - Spring Semester (15 credits)

BSAD 2050	Business Communications	3
ECON 2120	Principles of Microeconomics	3
Fine/Performing		3
History		3
Elective**		3

**Northeast Program Total ..... 62-65**

#### \*Recommended Mathematics

MATH 1140 (or higher) Intermediate Algebra

#### \*\*Recommended Elective

INFO 2100 Excel Spreadsheet Applications

## Briar Cliff University

### Junior - Fall Semester (14 credits)

BUAD 220	Microcomputer Applications for Bus.	3
THEO 204	Christian Morality	3
CORE 310	Franciscan Core Courses	2
BUAD 226	Bus. Ethics and Social Responsibility	3
BUAD 301	Principles of Marketing	3

### Junior - Spring Semester (15 credits)

BUAD 305	Consumer Behavior	3
BUAD 308	Sales	3
BUAD 315	Digital Marketing	3
BUAD 330	Principles of Corporate Finance	3
BUAD 352	Risk Management and Insurance	3

### Senior - Fall Semester (15 credits)

BUAD 360	Marketing Research	3
BUAD 385	Global Business	3
BUAD 476	Business Analytics	3
BUAD 345	Advertising Integrated Marketing	3
BUAD 395	Marketing 360	3

### Senior - Spring Semester (14-15 credits)

BUAD 365	Supply Chain Management	3
BUAD 350	Global Business	3
BUAD 429	Strategic Management	3
BUAD 410	Marketing Management	3
BUAD 390	Internship	2-3

**Briar Cliff University Program Total ..... 58**

### Required Minimum Total Credit Hours

(between NECC and BCU) ..... 120

**Briar Cliff**  
UNIVERSITY

the catholic franciscan learning place

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