

# 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 Western Iowa Tech 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

## Western Iowa Tech Community College

### Freshman - Fall Semester (16 credits)

SDV 108	The College Experience	1
BUS 102	Intro to Business	3
CSC 116	Information Computer	3
ECN 120	Principles of Macroeconomics	3
BUS 185	Business Law I	3
ENG 105	Composition I	3

### Freshman - Spring Semester (16 credits)

MGMT 101	Principles of Management	3
ECN 130	Principles of Microeconomics	3
BUS 186	Business Law II	3
ENG 106	Composition II	3
MAT 157	Statistics	4

### Sophomore - Fall Semester (17 credits)

ACC 131	Principles of Accounting I	4
BIO 105	Intro to Biology	4
MUS 100	Music Appreciation	3
PHI 105	Introduction to Ethics	3
CLS 212	Diversity	3

### Sophomore - Spring Semester (15 credits)

MAT 201	Applied Calculus	5
ACC 132	Principles of Accounting II	4
ART 101	Art Appreciation	3
SPC 112	Public Speaking	3

**Western Iowa Tech Program Total ..... 64**

#### \*Recommended Mathematics

MATH 1140 (or higher) Intermediate Algebra

#### \*Recommended Elective

INFO 2100 Excel Spreadsheet Applications

General Education Requirements: two courses from the Aesthetic Foundation (AE), one from the Historical Foundation (HC), and one from the Religious Foundation (RE), one from the Multicultural foundation (MC). Students completing their AA through WITCC will have the Foundation courses waived for to BCU. Students only completing the pre-requisite courses and not earning the AA will be required to complete all Foundation courses for graduation with their CJUS degree.

### Required WITCC Courses for BCU Foundation

Aesthetics courses (AE)  
 ART 101, ART 203, ART 204, DRA 101, DRA 112,  
 HUM 101, HUM 220, LIT 101, LIT 110, LIT 111,  
 LIT 140, LIT 141, LIT 150, LIT 151, LIT 185, MUS 100,  
 MUS 199, MUS 205

#### Multicultural Foundation (MC)

LIT 150, LIT 151, REL 101, MUS 202, GEO 121,  
 HIS 255, HIS 256, LIT 133, LIT 189, SOC 200

#### Historical Consciousness Foundation (HC)

HIS 110, HIS 111, HIS 151, HIS 152, HIS 251,  
 MMS 101, PHI 101, POL 111

#### Religious Education (RE) - Taken at BCU

THEO 116 Church in the World  
 ORTHEO 203 Christian Denominations  
 ORTHEO 107 Christian & Franciscan Tradition

#### Franciscan Core - Taken at BCU

CORE 110

## Questions?

Contact Admissions at (712) 279-5200 or  
 email [Admissions@briarcliff.edu](mailto:Admissions@briarcliff.edu).

# BACHELOR OF ARTS IN MARKETING

## 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 (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	3

**Briar Cliff University Program Total ..... 59**

**Required Minimum Total Credit Hours  
(between WITCC and BCU) ..... 120**

# 11:1

**STUDENT TO  
FACULTY RATIO**

# 30+

**STUDENT SUPPORT  
SERVICES**

# 90+

**YEARS OF EXCELLENCE  
IN EDUCATION**

**Briar Cliff**  
**UNIVERSITY**

the catholic franciscan learning place

3303 Rebecca Street  
Sioux City, IA 51104  
(712) 279-5200

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