

Transfer Pathway
Associate of Science in Business
North Idaho College

| Course # | Course Name | UofI Equivalent | Cr |
|--|-------------------------------|-----------------|------------|
| 1. General Education Requirements | | | |
| A. Written Communication (6 credits) | | | |
| ENGL 101 | Writing & Rhetoric I | ENGL 101 | 3 |
| ENGL 102 | Writing & Rhetoric II | ENGL 102 | 3 |
| B. Oral Communication (3 credits) | | | |
| COMM 101 | Fundamentals of Oral Comm | COMM 101 | 3 |
| C. Mathematical Way of Knowing (3-5 credits) | | | |
| MATH 143 | College Algebra | MATH 143 | 3 |
| Or a Higher Math | | | |
| D. Scientific Way of Knowing (7-8 credits)** | | | |
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| E. Humanistic Way of Knowing (6 credits)** | | | |
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| F. Social and Behavioral Way of Knowing (6 credits)** | | | |
| ECON 201* | Principles of Macroeconomics | ECON 201 | 3 |
| | | | |
| G. Institutionally Designated Courses (5 credits) | | | |
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| 2. Degree Requirements | | | |
| ACCT 201 | Principles of Accounting | ACCT 201 | 3 |
| ACCT 202 | Managerial Accounting | ACCT 202 | 3 |
| BUSA 101 | Introduction to Business | BUS 190 | 3 |
| 3. Area of Emphasis: General Business | | | |
| BUSA 221* | Principles of Marketing | MKTG 321 | 3 |
| BUSA 251* | Business Statistics | STAT 251 | 3 |
| BUSA 265* | Legal Environment of Business | BLAW 265 | 3 |
| ECON 202* | Principles of Microeconomics | ECON 202 | 3 |
| ENGL 272* | Business Writing | ENGL 313 (LWDV) | 3 |
| 4. Electives | | | 3-4 |
| | | | |

Minimum Total Credits 60

Planning Notes

1. This document does not substitute for meeting with your advisor. See the current North Idaho College catalog for complete degree requirements.
2. Transfer to the University of Idaho with an Associate from the North Idaho College through the Articulation Agreement.
3. University of Idaho Transfer Policies and Course Equivalencies can be found at <https://www.uidaho.edu/registrar/transfer>.
4. Work with a North Idaho College advisor to ensure proper course sequencing for the Associate degree.
5. Apply for admission to University of Idaho at <https://www.uidaho.edu/admissions/apply>.
6. Submit official transcripts to University of Idaho (Moscow). Submit a final official transcript once your degree is posted.
7. A full listing of applicable courses as well as guidelines for completion of the Associate is available at <https://catalog.nic.edu/>

*Recommended course

**Credits must be earned from two different disciplines

Transfer Pathway
B.S.Bus. Marketing: General Marketing Emphasis

University of Idaho

| Course # | Course Name | Cr |
|---|------------------------------------|----|
| College of Business & Economics Common Requirements: | | |
| Humanities | | |
| PHIL 103 | Introduction to Ethics | 3 |
| or PHIL 208 | Business Ethics | 3 |
| Select one Upper-Division Economics Elective | | 3 |
| Integrated Business Core | | |
| BUS 354 | Introduction to Business Analytics | 3 |
| MHR 310 | Leading Organizations and People | 3 |
| FIN 301 | Financial Resources Management | 3 |
| MIS 350 | Managing Information | 3 |
| OM 370 | Process Management | 3 |
| BUS 490 | Strategic Management | 3 |

| Major Requirements | | |
|---------------------------|-------------------------------|---|
| MKTG 324 | Consumer Behavior | 3 |
| MKTG 421 | Marketing Research & Analysis | 3 |
| MKTG 428 | Marketing Management | 3 |

| Emphasis Requirements | | |
|------------------------------|--|---|
| Product Elective | | 3 |
| MKTG 427 | Services Marketing | |
| or MKTG 495 | Product Development and Brand Management | |
| Pricing Requirement | | 3 |
| MKTG 424 | Pricing Strategy and Tactics | |
| Place Elective | | 3 |
| MKTG 425 | Retail Distribution Mgmt | |
| or MKTG 426 | Marketing Channels Management | |
| Promotion Elective | | 3 |
| MKTG 420 | Integrated Marketing Communication | |
| or MKTG 422 | Sales Management | |
| Business Elective | | 3 |
| One 300-400 level CBE course | | |
| | | |

Planning Notes

1. This document does not substitute for meeting with your advisor. See the current University of Idaho catalog for complete degree requirements at: <https://catalog.uidaho.edu/>
2. Presenting this document to your academic advisor can allow you to be moved to the 2023-2024 University of Idaho catalog.
3. To graduate with this degree, the department requires an institutional GPA of at least 2.0 in all courses completed at the University of Idaho.
4. A minimum of 120 credits is required.
5. Review the Degree Audit regularly to check your status of completion of major and/or minor.
6. A full listing of applicable courses as well as guidelines for completion of the Bachelor degree is available at <https://catalog.uidaho.edu>

Minimum Total Credits 120