

PROGRAM TO PROGRAM ARTICULATION AGREEMENT
University of Wisconsin – Stevens Point (UWSP)
College of Professional Studies
School of Business and Economics
Marketing Program
and
Mid-State Technical College (MSTC)
Digital Marketing Program

Effective Date: July 1, 2020

MSTC Associate Degree: Associate Degree, Digital Marketing

UWSP Baccalaureate Degree: Bachelor of Science Degree, Marketing

Purpose:

This articulation agreement provides the opportunity for MSTC students who have earned the Associate Degree, Digital Marketing major, to be awarded the following equivalent credits upon entry to the UWSP School of Business and Economics, Marketing major.

Transfer Courses: (Total 57 credits)

UWSP COURSE	MID-STATE DIGITAL MARKETING COURSE	Credits Granted
GENERAL EDUCATION		
English 101 or 150 – Freshmen English (3 cr.)	10801136 - English Composition 1 (3 cr.)	3
Communications 101 – Fund. Of Oral Comm. (3 cr.)	10801198 - Speech (3 cr.)	3
Psyc 110 – Introduction to Psychology (SS) (3 cr.)	10809198 - Intro to Psychology (3 cr.)	3
Phil 101 – Contemporary Moral Problems (HU) (3 cr.)	10809166 – Intro to Ethics (3 cr.)	3
		12 credits
MARKETING MAJOR		
BUSINESS CORE COURSES		
Math 255 – Elem. Statistical Methods (QL) (3 cr.)	10804189 - Introductory Statistics (3 cr.)	3
Business 100 – Introduction to Business (1 cr.)	10102101 – Intro to Business (3 cr.)	3
Economics 110 – Principles of Macroeconomics (SS) (3 cr.)	10809195 - Economics (3 cr.)	3
Accounting 210 – Intro to Financial Accounting (3 cr.)	10101111 Accounting 1 AND 10101113 Accounting II (6 cr.)	3
Business 330 – Principles of Marketing (3 cr.)	10104102 – Marketing Principles (3 cr.)	3
MARKETING CORE		
Business 331 – Marketing Research (3 cr.)	10104174 – Marketing Research (3 cr.)	3
MARKETING ELECTIVES		
Business 333 – eMarketing (3 cr.)	10104180 – Internet and Mobile Marketing (3 cr.)	3
Business 336 – Sales Management (3 cr.)	10104105 – Professional Selling (3 cr.)	3
GENERAL BUSINESS ELECTIVES		
Business 3xx – Visual Design (3 cr.)	10104108 – Adobe Visual Design (3 cr.)	3
Business 3xx – Promotion Management (3 cr.)	10104125 – Promotion Management (3 cr.)	3
		30 credits
GENERAL UWSP ELECTIVES		
Bus 2xx – Web Site Development for Business (3 cr.)	10152187 – Web Site Development for Business (3 cr.)	3

Bus 2xx – Adobe Video Design (3 cr.)	10104109 – Adobe Video Design (3 cr.)	3
Bus 2xx – Marketing Policy and Ethics (1 cr.)	10104111 – Marketing Policy and Ethics (1 cr.)	1
Bus 2xx – Marketing Communications (2 cr.)	10104110 – Marketing Communications (2 cr.)	2
Bus 3xx – Social Media Marketing (3 cr.)	10104107 – Social Media Marketing (3 cr.)	3
Bus 3xx – Marketing Management (3 cr.)	10104160 – Marketing Management (3 cr.)	3
		15 credits
	TOTAL TRANSFERRED CREDITS	57

REQUIRED COURSES: (Total 65 - 74 credits)

The following coursework will be required to obtain the Bachelor of Science in Marketing:

UWSP REQUIREMENT	UWSP COURSE	Credits
GENERAL EDUCATION		
Written Communication	Engl 202 – Sophomore English	3
Wellness	Choose from designated classes	1
Arts (ART)	Choose from designated classes	3
Historical Perspectives (HP)	Choose from designated classes	3
Natural Sciences (NS)	Choose from designated classes	3
Additional ART/HU/HP/NS	Choose from designated classes	3
Global Awareness (GA)	Can be satisfied with above classwork	0 - 3
U.S. Diversity Course (USD)	Can be satisfied with above classwork	0 - 3
Environmental Responsibility (ER)	Can be satisfied with above classwork	0 - 3
Interdisciplinary Studies (IS)	Satisfied with Bus 340 as part of major	0
Experiential Learning (EL)	Satisfied with Bus 497 as part of major	0
		16 - 25 credits
MARKETING MAJOR		
BUSINESS CORE COURSES		
Math for Social Sciences or Applied Calculus	Math 109 or 111*	4
Principles of Microeconomics (SS)	Econ 111	3
Introduction to Managerial Accounting	Acct 211	3
Written Communication for the Business Professional	Bus 300	3
Oral Communication for the Business Professional	Bus 301	3
Organizational Behavior	Bus 325	3
Business Law and Ethics (IS)	Bus 340	3
Principles of Finance	Bus 350	3
Principles of Production	Bus 360	3
Management Information Systems	Bus 370	3
Principles of Business Analytics	Bus 380	3
Internship (EL)	Bus 497	3
Management Capstone	Bus 480	3
MARKETING CORE		
Buyer Behavior	Bus 337	3
Marketing Strategy	Bus 438	3
MARKETING ELECTIVES		
Focused Marketing Elective	Choose from designated classes	3
		49 credits
	TOTAL REMAINING CREDITS	65 - 74

* Will need to test in or take pre-requisite

UWSP University graduation requirements for a Bachelor of Science Degree will need to be completed: 40 credits at 300 and 400 level and 120 total minimum

SPECIAL CONSIDERATIONS:

1. Associate degree graduates must have earned a minimum grade point average of 2.50. An ineligible candidate may appeal for consideration through the Head, School of Business and Economics.
2. The acceptance of credits applies only to this Program-to-Program Articulation.
3. For acceptance of equivalent courses, NTC courses must have been completed within the last 5 years. Beyond this period of time, course equivalents will be assessed on an individual basis.
4. The Agreement shall become effective on the 1st day of July 2020 and shall automatically renew on each July 1, for an additional year, unless terminated through written notice by either Party to this Agreement.