

**PROGRAM TO PROGRAM ARTICULATION AGREEMENT**  
**University of Wisconsin – Stevens Point (UWSP)**  
**College of Professional Studies**  
**Sentry School of Business and Economics**  
**Marketing Program**  
and  
**Northcentral Technical College (NTC)**  
**Digital Marketing Program**

**Effective Date:** July 1, 2023

**NTC Associate Degree:** Associate Degree, Digital Marketing

**UWSP Baccalaureate Degree:** Bachelor of Science Degree, Marketing

**Purpose:**

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

**Transfer Courses: (Total 55 credits)**

UWSP COURSE	NTC DIGITAL MARKETING COURSE	Credits Granted
GENERAL EDUCATION		
English 101 or 150 – Freshmen English (3 cr.)	10801195 – Written Comm. (3 cr.) OR 10801136 – English Comp. 1 (3 cr.)	3
Soc 101 (SS) (USD) (3 cr.)	10809196 – Intro to Soc. (3 cr.)	3
Pscy 110 (SS) (3 cr.) OR Elect - Social Science (SS) (3 cr.)	10809198 – Intro to Psych. (3 cr.) OR 10809199 – Psych of Human Rel. (3 cr.)	3
		<b>9 credits</b>
<b>MARKETING MAJOR</b>		
BUSINESS CORE COURSES		
Business 100 – Introduction to Business (1 cr.)	10104151 – Personal Branding & Portfolio (1 cr.)	1
Math 255 – Elem. Statistical Methods (QL) (3 cr.)	10804189 – Introductory Statistics (3 cr.)	3
Economics 110 – Principles of Macroeconomics (SS) (3 cr.)	10809195 – Economics (3 cr.)	3
Business 330 – Principles of Marketing (3 cr.)	10104172 – Marketing Principles (3 cr.)	3
MARKETING CORE		
Business 331 – Marketing Research (3 cr.)	10104175 – Market Research (3 cr.)	3
MARKETING ELECTIVES		
Business 333 – eMarketing (3 cr.)	10104125 – Social Media Campaigns 1 (3 cr.) AND 10104210 – Digital Marketing Strategies (3 cr.)	3
Bus 3xx – Social Media Marketing (3 cr.)	10104202 – Social Media Campaigns 2 (3 cr.) AND 10104204 – Social Media Analytics and SEO (3 cr.)	3
Bus 3xx – Integrated Marketing Communications (3 cr.)	10104128 – Integrated Marketing Communications (3 cr.)	3
GENERAL BUSINESS ELECTIVES		
Bus 3xx – Mobile Marketing (3 cr.)	10104203 – Mobile Marketing (3 cr.)	3
Bus 3xx – Graphic Design for Marketers & Managers (3 cr.)	10204116 – Graphics for Web Design (2 cr.) AND 10204121 – Intro to Graphics Software and Design (2 cr.)	3

		<b>28 credits</b>
<b>GENERAL UWSP ELECTIVES</b>		
Bus 3xx – Marketing Management (3 cr.)	10104171 – Marketing Management (3 cr.)	3
Bus 2xx – Email Marketing Campaigns (3 cr.)	10104206 – Email Marketing Campaigns (3 cr.)	3
Bus 2xx – Content Marketing (3 cr.)	10104209 – Content Marketing (3 cr.)	3
Bus 2xx – Introduction to Mass Communication (3 cr.)	10801141 – Introduction to Mass Communication (3 cr.)	3
Bus 2xx – Video for Social Media (2 cr.)	10206160 – Video for Social Media (2 cr.)	2
Bus 2xx – Marketing Services and Cust. Experience (2 cr.)	10104129 – Marketing Services and Cust. Exp (2 cr.)	2
Bus 2xx – Marketing Presentations (1 cr.)	10104184 – Marketing Presentations (1 cr.)	1
Bus 1xx – Customer Relationship Management (1 cr.)	10104207 – Customer Relationship Management (1 cr.)	1
		<b>18 credits</b>
	<b>TOTAL TRANSFERRED CREDITS</b>	<b>55</b>

**REQUIRED COURSES: (Total 71-77 credits)**

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

<b>UWSP REQUIREMENT</b>	<b>UWSP COURSE</b>	<b>Credits</b>
<b>GENERAL EDUCATION</b>		
Written Communication	Engl 202 – Sophomore English	3
Oral Communication	Comm 101 – Fundamentals of Oral Communication	3
Wellness	Choose from designated classes	1
Arts (ART)	Choose from designated classes	3
Humanities (HU)	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
Environmental Responsibility (ER)	Can be satisfied with above classwork	0 - 3
		<b>22-28 credits</b>
<b>MARKETING MAJOR</b>		
<b>BUSINESS CORE COURSES</b>		
Math for Social Sciences or Applied Calculus	Math 109 or 111*	4
Principles of Microeconomics (SS)	Econ 111	3
Introduction to Financial Accounting	Acct 210	3
Introduction to Managerial Accounting	Acct 211	3
Writing and Presenting for Business	Bus 201	3
Building Relationships for Business	Bus 301	3
Organizational Behavior	Bus 325	3
Business Law and Ethics	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
<b>MARKETING CORE</b>		
Buyer Behavior	Bus 337	3
Marketing Strategy	Bus 438	3

		49 credits
	<b>TOTAL REMAINING CREDITS</b>	71-77

\* 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, Sentry 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 1<sup>st</sup> day of July 2023 and shall automatically renew on each July 1, for an additional year, unless terminated through written notice by either Party to this Agreement.
5. On an annual basis the UWSP Sentry School of Business and Economics will receive contact information for students enrolled in the Northcentral Technical College Digital Marketing program in order for the Sentry School of Business and Economics to provide advice on transferring into UWSP and the Marketing program.