

**PROGRAM TO PROGRAM ARTICULATION AGREEMENT**  
**University of Wisconsin – Stevens Point (UWSP)**  
**College of Professional Studies**  
**School of Business and Economics**  
**Marketing Program**  
and  
**Fox Valley Technical College (FVTC)**  
**Marketing Program**

**Effective Date:** July 1, 2021

**FVTC Associate Degree:** Associate Degree, Marketing

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

**Purpose:**

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

**Transfer Courses: (Total 58 credits)**

UWSP COURSE	FVTC MARKETING COURSE	Credits Granted
GENERAL EDUCATION		
English 101 or 150 – Freshman English (3 cr.)	10801195 – Written Comm. (3 cr.)	3
Psyc 110 – Intro to Psych. (SS) (3 cr.)	10809198 – Intro to Psych. (3 cr.)	3
Communication 101 – Fund. Of Oral Comm. (3 cr.)	10801198 – Speech (3 cr.) – (instead of 10801196 Oral/Interpersonal Comm)	3
Phil 101 – Intro to Ethics in Society (HU) (3 cr.)	10809166 – Intro to Ethics; Theory and Apps (3 cr.)	3
		<b>12 credits</b>
MARKETING MAJOR		
BUSINESS CORE COURSES		
Math 255 – Elem. Statistical Methods (QL) (4 cr.)	10804189 - Introductory Statistics (3 cr.) – (instead of 10804123 Math w/ Business Apps)	3
Business 100 – Introduction to Business (1 cr.)	10102112 – Introduction to Business (3 cr.)	3
Economics 110 – Principles of Macroeconomics (SS) (3 cr.)	10809195 – Economics (3 cr.)	3
Business 330 – Principles of Marketing (3 cr.)	10104151 – Principles of Marketing 1 (3 cr.)	3
Business 340 – Business Law and Ethics (3 cr.)	10102103 – Business Law I (3 cr.)	3
MARKETING ELECTIVES		
Business 336 – Sales Management (3 cr.)	10104117 – Sales Principles (3 cr.)	3
Bus 3xx – Social Media Marketing Strategy (3 cr.)	10104108 - Social Media Marketing Strategy (3 cr.)	3
Bus 2xx – Tech Tools for Marketing (3 cr.)	10103109 – Tech Tools for Marketing – Comm (2 cr.) AND 10103108 – Tech Tools for Marketing – Data (2 cr.)	3
GENERAL BUSINESS ELECTIVES		
Bus 3xx – Digital Marketing (3 cr.)	10104100 – Digital Marketing (3 cr.)	3
Bus 3xx – Marketing Plan Development (3 cr.)	10104119 – Marketing Plan Development (3 cr.)	3
		<b>30 credits</b>
GENERAL UWSP ELECTIVES		
Bus 2xx – Integrated Marketing Comm (3 cr.)	10104103 – Integrated Marketing Comm (3 cr.)	3
Bus 2xx – Principles of Accounting (3 cr.)	10101107 – Principles of Accounting (3 cr.)	3

Bus 2xx – Writing Content for the Web (3 cr.)	10699105 - Writing Content for the Web (3 cr.)	3
Bus 2xx – Professional Sales (2 cr.)	10104118 - Professional Sales (2 cr.)	2
Bus 2xx – Marketing Analytics (3 cr.)	10104101 – Marketing Analytics (3 cr.)	3
Bus 2xx – Sales Strategy (2 cr.)	10104119 – Sales Strategy (2 cr.)	2
		<b>16 credits</b>
	<b>TOTAL TRANSFERRED CREDITS</b>	<b>58</b>

**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
<b>GENERAL EDUCATION</b>		
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
Environmental Responsibility (ER)	Can be satisfied with above classwork	0 - 3
U.S. Diversity (USD)	Can be satisfied with above classwork	0 - 3
		<b>16-25 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
Written Communication for the Business Professional	Bus 300	3
Oral Communication for the Business Professional	Bus 301	3
Organizational Behavior	Bus 325	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>		
Marketing Research	Bus 331	3
Buyer Behavior	Bus 337	3
Marketing Strategy	Bus 438	3
		<b>49 credits</b>
	<b>TOTAL REMAINING CREDITS</b>	<b>65-74</b>

\* 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, FVTC 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 2021 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 School of Business and Economics will receive contact information for students enrolled in the Fox Valley Technical College Marketing program in order for the School of Business and Economics to provide advice on transferring into UWSP and the Marketing program.