

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

Effective Date: July 1, 2024

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 63-64 credits)

UWSP COURSE	MID-STATE DIGITAL MARKETING COURSE	Credits Granted
GENERAL EDUCATION		
English 101 – Academic Reading and Writing (WC) (3 cr.)	10801136 - English Composition 1 (3 cr.) OR 10801195 Written Communication	3
Psych 110 – Intro to Psychology (SS) OR Human Dev 265 – Human Growth and Development (WLN) (3 cr.)	10809198 – Intro to Psychology OR 10809188 – Developmental Psychology (3 cr.)	3
Comm 101 – Fund. Of Oral Communication (CT) (3 cr.) OR Comm 180 – Fdns of Workplace Communication (CT) (3 cr.)	10801198 – Speech (3 cr.) OR 10801196 – Oral/Interpersonal Communication (3 cr.)	3
Poli Sci 101 – American Politics (SS & USD) (3 cr.) Social Science / U.S. Diversity Course (SS & USD) (3 cr.) Soc 101 – Intro to Sociology (SS & USD) (3 cr.)	10809122 – Intro to American Government (3 cr.) OR 10809172 – Intro to Diversity Studies (3 cr.) OR 10809196 – Intro to Sociology (3 cr.)	3
		12 credits
MARKETING MAJOR		
BUSINESS CORE COURSES		
Math 255 – Elementary Statistical Methods (QL) (3 cr.) OR Math 95/107 – Interm. Algebra/Algebra for Pre-Calc) (4 cr.) Math 90 – Beginning Algebra (3 cr.)	10804189 – Introductory Statistics (3 cr.) OR 10804118 – Intermediate Algebra with Apps (4 cr.) OR 10804107 – College Mathematics (3 cr.)	3-4
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
Business 201 – Writing and Presenting for Business (3 cr.)	10104121 – Fundamentals of Marketing Comm (3 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 – Professional Selling (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 (4 cr.)	4
		28-29 credits
GENERAL UWSP ELECTIVES		
Bus 1xx – Microsoft Office Introduction (3 cr.)	10103106 – Microsoft Office Introduction (3 cr.)	3
Bus 1xx – Excel-Intermediate (1 cr.)	10103124 – Excel-Intermediate (1 cr.)	1
Bus 2xx – Finance and Budgeting (3 cr.) OR	10102121 – Finance and Budgeting (3 cr.)	3
Bus 2xx – Accounting 1 (3 cr.)	10101140 – Accounting 1 (3 cr.)	
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 – Fundamentals of Marketing Comm (3 cr.)	10104121 – Fundamentals of Marketing Comm (3 cr.)	3
Bus 3xx – Social Media Marketing (3 cr.)	10104107 – Social Media Marketing (3 cr.)	3
Bus 3xx – Marketing Management (3 cr.)	10104160 – Marketing Management (4 cr.)	4
		22 credits
	TOTAL TRANSFERRED CREDITS	63-64 credits

REQUIRED COURSES: (Total 68 - 76 credits)

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

UWSP REQUIREMENT	UWSP COURSE	Credits
GENERAL EDUCATION		
Written Communication (WC)	English 202 – Academic Writing and Research	3
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
Wellness (WLN)**	Choose from designated classes**	1-3
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
		19-27 credits
MARKETING MAJOR		
Math for Social Sciences or Applied Calculus	Math 109 or 111*	4
Principles of Microeconomics (SS)	Economics 111	3
Introductory Financial Accounting	Accounting 210	3
Introduction to Managerial Accounting	Accounting 211	3
Building Relationships for Business	Business 301	3
Organizational Behavior	Business 325	3
Business Law and Ethics	Business 340	3
Principles of Finance	Business 350	3
Principles of Production	Business 360	3
Management Information Systems	Business 370	3
Principles of Business Analytics	Business 380	3
Strategic Management	Business 480	3
Internship	Acct 497, Bus 497, or Econ 497	3
		40 Credits
MARKETING CORE		
Buyer Behavior	Business 337	3

Marketing Strategy	Business 438	3
		6 credits
MARKETING ELECTIVES		
Focused Marketing Elective	Choose from designated classes	3
		3 credits
	TOTAL REMAINING CREDITS	68 – 76 credits

* Will need to test in or take pre-requisite

**Wellness class needed only if Developmental Psychology was not taken through MSTC.

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, MSTC 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 2024 and shall automatically renew on each July 1, for an additional year, unless terminated through written notice by either Party to this Agreement.