



## Marketing

Associate of Applied Science  
Curriculum Year 2023-24

## Marketing with Business to Consumer and Digital Marketing concentration Bachelor of Science

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*Effective Date: September 1, 2023*

The purpose of this program to program transfer agreement is to provide a seamless transfer opportunity for learners at Gateway Technical College who desire further education to enter the University of Wisconsin-Parkside. Through the collaborative efforts of faculty, student services, and administration, learners will encounter a clear path to reach their educational goals.

Learners who successfully complete the **Associate of Applied Science in Marketing** at Gateway Technical College and who meet the admission requirements of the University of Wisconsin-Parkside and other conditions specified in this agreement will be admitted to the **Marketing with Business to Consumer and Digital Marketing Concentration** with up to 62 credits toward a **Bachelor of Science** degree.

### PROVISIONS OF THE AGREEMENT:

1. **Admission and Eligibility.** It is the learner's responsibility to demonstrate fulfillment of the current admission requirements of UW-Parkside at the time of entry. The agreement is valid for students who started their program after the effective date and have successfully completed all A.A.S. degree requirements in Accounting at Gateway Technical College.
2. **Advising.** UW-Parkside and Gateway Technical College will provide academic advising to Gateway learners inquiring about UW-Parkside programs. Learners will be connected with a UW-Parkside advisor prior to transfer. UW-Parkside and Gateway will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. Gateway will assist the UW-Parkside Admission Office in arranging recruitment events on its campuses.
3. **Marketing.** Any marketing of this agreement will be subject to the prior approval of both parties and will adhere to each institution's standards for the use of its name and logo. Each institution will assume responsibility for appropriate marketing to reach its student population. Each institution may provide a link to this agreement and/or the other institution at its website, with notice to the other party.
4. **Accreditation.** Both parties agree that failure to maintain regional accreditation will be grounds for termination of the agreement. Failure to maintain accreditation required by the specific academic program(s) referenced in this agreement will be grounds for exclusion of that program from the agreement.
5. **Tracking of Use.** If possible, Gateway Technical College will provide UW-Parkside Admissions with the names of students planning to complete the articulation agreement with the intent to transfer to UW-Parkside. This will allow UW-Parkside to plan for the admission, advising and orientation of these transfer students. Gateway also desires to track the use of articulation agreements by students. If possible, UW-Parkside will provide on an annual basis information about who matriculated to UW-Parkside.
6. **Periodic Review.** Gateway Technical College and UW-Parkside will collaboratively review and approve articulation agreements on a three-year cycle, starting September 1, 2026 or earlier if there is substantial program change (e.g. 20 % change in program). Each institution agrees to notify the other of significant curricular or policy changes in a timely manner. Annually, programs will review agreement and notify the respective Provost office of minor program updates.
7. **Cancellation.** Both parties agree to provide at least one-hundred eighty (180) days' advance written notification of their intent to cancel this agreement. Gateway students who apply to UW-Parkside prior to the cancellation date will be permitted to transfer credits under the agreement terms.
8. **Conditions:** Conditions requested by the receiving institution are listed on the following pages. The University of Wisconsin-Parkside and Gateway Technical College have produced this guide as a tool for students. Every effort

is made to maintain accurate information; however, this guide is subject to change. Students should contact the program or college advisor to stay informed of changes, as final responsibility for verifying information rests with the student.

<b>AAS in Marketing (10-104-3) to Marketing with Business to Consumer and Digital Marketing Concentration</b>				
<b>DEGREE REQUIREMENT</b>	<b>GATEWAY COURSE</b>	<b>CR</b>	<b>UWP COURSE</b>	<b>CR</b>
<b>General University &amp; Major Requirements</b>				
<i>WRITING/READING</i>	801-136 English Composition	3	ENGL 101	
<i>COMPUTATIONAL</i>	804-135 Quant. Reasoning	3	MATH 104	
<b>GENED:HU (12 CREDITS)</b>				
#1	801-198 Speech*	3	COMM 105	
#2			VARIOUS OPTIONS	3
#3			VARIOUS OPTIONS	3
#4			VARIOUS OPTIONS	3
<b>GENED:SB (12 CREDITS)</b>				
#1	104-115 Marketing Capstone/Internship**	3	UWP 294	
#2	809-172 Diversity Studies, Intro	3	1SSD-DV	
#3	809-143 Microeconomics*^	3	ECON 120	
#4	809-198 Psychology, Intro	3	PSYC 101	
<b>GENED:NS (12 CREDITS)</b>				
#1			VARIOUS OPTIONS	3
#2			VARIOUS OPTIONS	3
#3			VARIOUS OPTIONS	3
#4			VARIOUS OPTIONS	3
<i>Foreign Language</i>			<i>possible completion in HS</i>	
<i>Ethnic Diversity</i>	<i>met by 809-172</i>			
<b>FUNDAMENTAL PREP (15 CREDITS)</b>				
Principles of Microeconomics	809-143 Microeconomics*^		ECON 120	
Principles of Macroeconomics			ECON 121	3
Applied Quantitative Analysis in Business			QM 110	3
Public Speaking for the 21 <sup>st</sup> Century (Speech)	801-198 Speech*		COMM 105	
Advanced Writing	105-106 Bus. Communication^	3	ENGL 204	
<b>BUSINESS PREP (15 CREDITS)</b>				
Financial Accounting	101-114 Accounting Principles^	4	ACCT 201	
Managerial Accounting			ACCT 202	3
Legal Environment of Business	102-160 Business Law^	3	BUS 272	
Business Statistics I			QM 210	3
Business Statistics II			QM 310	3
<b>BUS. FOUNDATION CORE (18 CREDITS)</b>				
Operations Management.			QM 319	3

Management. Information Systems			MIS 320	3
Managerial Finance			FIN 330	3
Organizational Behavior			MGT 349	3
Marketing Principles	104-101 Marketing Principles	3	MKT 350	
Strategic Management			BUS 495	3
<b>MARKETING REQUIRED (6 CREDITS)</b>				
Marketing Research	104-173 Marketing Research	3	MKT 354	
Buyer Behavior			MKT 355	3
<b>MARKETING CONCENTRATION COURSES (12 credits)</b>				
Promotions Management	104-105 Promotion Principles	3	MKT 358	
Social Media Marketing	104-133 Social Media Strategies	3	MKT 450	
Advanced Digital and Social Media Marketing			MKT 453	3
MKT Elective			BUS 432 or MKT 353	3
<b>ADDITIONAL TRANSFER CREDITS</b>				
	890-155 Gateway to Success	1	UWP 111	
	104-104 Selling Principles	3	1XX	
	103-143 Computers/Professionals	3	1XX	
	104-194 International Marketing	3	1XX	
	104-109 Marketing/Sports & Event Intro	3	SPMT 240	
	104-137 Digital Marketing	3	1XX	
	104-172 Marketing Management	3	1XX	
<b>TOTAL CREDITS</b>		<b>62</b>		<b>60</b>
<b>TOTAL DEGREE CREDITS</b>		<b>125</b>		

\*course meets more than one requirement; credit counted only once; ^recommended course,\*\* only equivalent in this agreement

**Designations** GE:HU - General Education Course Humanities and the Arts  
GE:SB - General Education Course Social and Behavioral Science  
GE:NS - General Education Course Natural Science

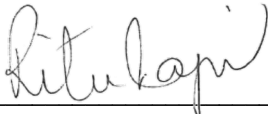
**OFFICIAL CONTACT PERSONS:**

**For Gateway Technical College**  
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**SIGNATURES**

This agreement, signed and dated on May 1, 2023 has been reviewed and approved by both institutions for the term specified.

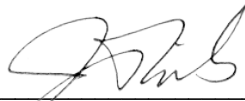


Ritu Raju, Ph.D., President and CEO  
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