



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**NTC Program: MARKETING**

**UW-Stout Program: Business Administration**

**Minimum GPA for admission: 2.0**

**Initial effective date:**

**General Education Courses**

NTC			UW-Stout			
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits	
10-801-195	Written Communication OR	3	ENGL 101	Composition 1	3	
10-801-136	English Composition 1					
10-809-198	Intro to Psych OR	3	PSYC 110	General Psychology OR	3	
10-809-199	Psychology of Human Relations		PSYC GXX	Psychology Electives		
10-804-123	Math with Business Applications <u>OR</u>	3	MATH GXX	Math Electives <u>OR</u>	3	
10-804-189	~Introductory Statistics		STAT 130	Elementary Statistics		~2
10-809-196	Intro to Sociology OR		STAT GXX	Statistics Elective		1
10-809-172	Intro to Diversity Studies	3	SOC 110	Introductory Sociology OR	3	
10-809-195	Economics		SOC GAGCS	Sociology Electives		
	<b>Total general education credits earned:</b>	<b>15</b>	*ECON 201	General Economics	3	
	Total transferable general education credits:	15		<b>Total general education credits accepted:</b>	<b>15</b>	

\*Students must received a grade of C or higher in ECON 215 in order to sub ECON 201 for ECON 210.

~Recommended course students take-only 2 credits will apply

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-103-242	Excell 2106 Level 1	1		Not Transferable	
10-104-103	Customer Service	2	INMGT 210	Service Operations Management	2
10-104-144	Retail Operations Management	3	BURTL 127	Basic Merchandising	3
10-206-160	Video For Social Media	2			
10-801-141	Introduction To Mass Communication	3			
10-204-116	Publishing On The Internet	2			
10-204-126	Photoshop/Image Manipulations	2			
10-104-150	Introduction to Marketing Program	1			
10-104-154	Principles of Sales	3	BUMKG XXX	Business Marketing Electives	3

10-104-172	Marketing Principles	3	BUMKG 330	Principles of Marketing	3
10-104-184	Marketing Presentations	1			
10-104-126	Promotions	3	^BUMKG 370	Integrated Marketing Communications	3
10-104-142	Internet Marketing Strategies	3	^BUMKG 350	Digital Marketing Strategy & practice	3
10-104-175	Market Research	3	^BUMKG 479	Marketing Research	3
10-104-185	Advanced Sales	3	BUMKG XXX	Business Marketing Electives	3
10-104-208	Retailing and Merchandising Principles	2	BUMKG XXX	Business Marketing Electives	2
10-103-241	Powerpoint 2016 Level 1	1		Not Transferable	
10-104-125	Social Media Campaigns 1	3	^BUMKG 391	Prin of Social Media Marketing Mgmt	3
10-104-151	Portfolio and Career Development	1		Not Transferable	
10-104-171	Marketing Management	3	BUMKG 436	Marketing Management	3
10-104-207	Customer Relationship Management (CRM)	1			
	<b>Total occupational course credits earned:</b>	<b>46</b>		<b>Total occupational course credits accepted:</b>	<b>31</b>
	<b>Total credits required for graduation:</b>	<b>61</b>			
	<b>Total transferable credits:</b>	<b>46</b>		<b>Total credits accepted at UW-Stout:</b>	<b>46</b>

^only one course may apply to the Marketing Professional Core area

***Courses needed to complete degree at UW-Stout:***

Course No.	Course Title	Credits
ENGL 102	Composition 2	3
MATH 123	Finite Mathematics	4
	Natural Science w/Lab	4
	Arts and Humanities	6
ICT 103	Information & Communication Technologies	3
	Elementary Statistics OR General Education Electives	2 or 3
	Problem Solving	3
	Business Writing	3
BUMGT 100	Intro to Business Administration	1
ECON 215	Principles of Economics II	3
BUACT 206	Intro to Financial Accounting	3
BUACT 207	Intro to Corporate & Managerial Accounting	3
BUMGT 304	Principles of Management	3
BULGL 318	Business Law I	3
BUMIS 333	MIS-Decision Support Systems	3

BUFIN 340	Business Finance	3
INMGT 365	Project Management	3
	Accounting	3
	Human Resources	2 to 3
	Legal	2 to 3
	Integrated Systems	3
	International	3
	Practicum	2 to 3
	Experiential Learning	2
<b>Total credits needed at UW-Stout to complete degree:</b>		<b>74</b>

Disclaimer: Students planning to transfer should contact NTC's Transfer Specialist and transfer personnel at UW-Stout for the most current transfer information.

**Updated on:11/24/18**

Upon completion of a minor or specialization , if the credit count doesn't reach 120, courses transferred but not used may make up the difference.