



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: Digital Marketing

UW-Stevens Point Program: Business Administration

Minimum GPA for admission: 2.5

Initial effective date: Fall 2020

General Education Courses

NTC			UW-Stevens Point		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3	ENG 101	Freshmen English	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 101	Intro to Psychology	3
10-809-199	Psychology of Human Relations		ELECTIVE	Social Science	
10-804-123	Math with Business Applications <u>OR</u>	3			3
10-804-189	Introductory Statistics		MATH 255	Elementary Statistical Methods	
10-801-141	Intro to Mass Communication	3	BUS 2xx	Intro to Mass Communication	3
10-809-196	Intro to Sociology	3	SOC 101	Intro to Sociology	3
10-809-195	Economics	3	ECON 110	Principles of Macroeconomics	3
Total general education credits earned:		18			
Total transferable general education credits:		18		Total general education credits accepted:	18

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-104-103	Customer Service	2	BUS 2xx	Customer Service	2
10-104-125	Social Media Campaigns 1	3	BUS 333	eMarketing	3
10-104-210	Digital Marketing Strategies	3			
10-104-150	Introduction to Marketing Program	1			
10-104-172	Marketing Principles	3	BUS 330	Principles of Marketing	3
10-104-202	Social Media Campaigns 2	3	BUS 3xx	Social Media Marketing	3
10-104-204	Social Media Analytics and SEO	3			
10-104-209	Content Marketing	3	BUS 2xx	Content Marketing	3
10-104-126	Promotions	3	BUS 3xx	Promotions	3
10-104-175	Market Research	3	BUS 331	Marketing Research	3
10-104-184	Marketing Presentations	1	BUS 2xx	Marketing Presentations	1
10-104-171	Marketing Management	3	BUS 3xx	Marketing Management	3
10-104-206	Email Marketing Campaigns	3	BUS 2xx	Email Marketing Campaigns	3
10-104-151	Personal Branding & Portfolio	1	BUS 100	Intro to Business	1

10-104-203	Mobile Marketing	3	BUS 3xx	Mobile Marketing	3
10-104-207	Customer Relationship Management (CRM)	1	BUS 1xx	Customer Relationship Management (CRM)	1
10-204-116	Graphics For Web Design	2	BUS 3xx	Graphic Design for Marketers & Managers	3
10-204-121	Introduction to Graphics Software and Design	2			
10-206-160	Video For Social Media	2	BUS 2xx	Video For Social Media	2
	Total occupational course credits earned:	45		Total occupational course credits accepted:	37
	Total credits required for graduation:	63			
	Total transferable credits:	55		Total credits accepted at UWSP:	55

Additional courses to take to transfer:

Courses needed to complete degree at UWSP:

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-801-155	English Composition 2	3	ENGL 202	Sophomore English	3
10-801-196	Oral/Interpersonal Communications	3	COMM 101	Fundamentals of Oral Communication	3
				Wellness	1
				Arts (ART)	3
10-806-166	Intro to Ethics	3		Humanities (HU)	3
				Historical Perspective (HP)	3
10-806-114	General Biology	4		Natural Sciences (NS)	3
10-809-103	Think Critically & Creatively	3		Additional ART/HU/HP/NS	3
				Global Awareness (GA) can be satisfy with above classwork	0-3
				Environmental Responsibility (ER) can be satisfy with above classwork	0-3
				Interdisciplinary Studies (IS) Satisfied with BUS 340	0
				Experiential Learning (EL) Satisfied with BUS 497	0
				Business Administration Major	
			MATH 109	Math for Social Sciences OR	4
10-804-198	Calculus	4	MATH 111	Applied Calculus	
			ECON 111	Principles of Microeconomics	3
10-101-113	Accounting 2	4	ACCT 210	Intro to Financial Accounting	3
			ACCT 211	Intro to Managerial Accounting	3
			BUS 300	Written Communication for the Business Professional	3
			BUS 301	Oral Communication for the Business Professional	3
			BUS 325	Organizational Behavior	3
10-102-160	Business Law 1	3	BUS 340	Business Law and Ethics	3
			BUS 350	Principles of Finance	3
			BUS 360	Principles of Production	3

BUS 370	Management Information Systems	3
BUS 380	Principles of Business Analytics	3
BUS 497	Internship (EL)	3
BUS 480	Management Capstone	3
	Business Administration Electives	
	Choose from 200-400 Level ACCT., BUS, or ECON courses	3
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Total credits needed at UWSP to complete degree:		71-77

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

Updated on: 11/2020