



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**NTC Program: MARKETING**

**UW-Stevens Point Program: Marketing**

**Minimum GPA for admission:2.5**

**Initial effective date:**

**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	
10-804-123	Math with Business Applications <u>OR</u>	3			
10-804-189	Introductory Statistics			MATH 255	Elementary Statistical Methods
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 101	Intro to Sociology	3
10-809-172	Intro to Diversity Studies			ELECTIVE	
10-809-195	Economics	3	ECON 110	Principles of Macroeconomics	3
<b>Total general education credits earned:</b>		<b>15</b>			
Total transferable general education credits:		15		<b>Total general education credits accepted:</b>	<b>15</b>

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-103-242	Excel Level 1	1	BUS 1xx	Excel Level 1	1
10-104-103	Customer Service	2	BUS 2xx	Customer Service	2
10-104-144	Retail Operations Management	3	BUS 335	Retailing	3
10-206-160	Video For Social Media	2	BUS 2xx	Video For Social Media	2
10-801-141	Introduction To Mass Communication	3	BUS 2xx	Introduction To Mass Communication	3
10-104-150	Introduction to Marketing Program	1			
10-104-154	Principles of Sales	3	BUS 336	Sales Management	3
10-104-172	Marketing Principles	3	BUS 330	Principles of Marketing	3
10-104-184	Marketing Presentations	1	BUS 2xx	Marketing Presentations	1
10-104-185	Advanced Sales	3	BUS 3xx	Advanced Sales	3
10-104-126	Promotions	3	BUS 3xx	Promotions	3
10-104-175	Market Research	3	BUS 331	Marketing Research	3
10-104-208	Retailing and Merchandising Principles	2	BUS 2xx	Retailing and Merchandising Principles	2
10-103-241	PowerPoint Level 1	1	BUS 1xx	PowerPoint Level 1	1

10-104-125	Social Media Campaigns 1	3	BUS 333	eMarketing	3
10-104-210	Digital Marketing Strategies	3			
10-104-151	Personal Branding & Portfolio	1	BUS 100	Intro to Business	1
10-104-171	Marketing Management	3	BUS 3xx	Marketing Management	3
10-204-116	Graphics for Web Design	2	BUS 3xx	Graphics Design for Marketers & Managers	3
10-204-121	Introduction to Graphics Software and Design	2			
10-104-207	Customer Relationship Management (CRM)	1	BUS 1xx	Customer Relationship Management	1
	<b>Total occupational course credits earned:</b>	<b>46</b>		<b>Total occupational course credits accepted:</b>	<b>41</b>
	<b>Total credits required for graduation:</b>	<b>61</b>			
	<b>Total transferable credits:</b>	<b>56</b>		<b>Total credits accepted at UWSP:</b>	<b>56</b>

**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 and Creatively	3		Additional ART/HU/HP/NS	3
				Global Awareness (GA)	0-3
				Environmental Responsibility (ER)	0-3
			<b>Marketing Major</b>		
			MATH 109	Math for Social Sciences <u>OR</u>	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
<b>Marketing Core</b>		
BUS 337	Buyer Behavior	3
BUS 438	Marketing Strategy	3
<b>Total credits needed at UWSP to complete degree:</b>		<b>71-77</b>

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**