



**Northcentral**  
**TECHNICAL COLLEGE**

**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**NTC Program: MARKETING**

**UW-Madison Program: Business Administration-Marketing**

**Minimum GPA for admission: 3.0**

**Initial effective date: 2024/2025**

**General Education Courses**

NTC			UW-Madison		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3		Elective	3
10-801-136	English Composition 1				
10-801-141	Intro to Mass Communication	3		Social Science	3
10-809-198	Intro to Psychology <u>OR</u>	3	PSYCH 202	Intro to Psychology	3
10-809-199	Psychology of Human Relations				
10-804-123	Math with Business Applications <u>OR</u>	3		Elective	3
10-804-189	Introductory Statistics				
10-804-195	College Algebra* ( <b>required prior to transfer</b> )		MATH 112	Quantitate Reasoning Part A: Algebra	
10-809-196	Intro to Sociology OR	3			
10-809-172	Intro to Diversity Studies			Ethnic Studies	3
10-809-143	Microeconomics	3	ECON 101	Principles-Microeconomics	3
10-890-165	College 101	1		Elective	1
	<b>Total general education credits earned:</b>	<b>19</b>			
	Total transferable general education credits:	18		<b>Total general education credits accepted:</b>	<b>19</b>

\*Recommended course for better transfer

**Occupational Courses**

		Credits	Course No.	Course Title	Credits
10-103-242	Excel Level 1	1	GEN BUS 106	Foundational Skills for Business Analysis	1
10-104-144	Retail Operations Management	3		Elective	3
10-206-160	Video For Social Media	2		Elective	2
10-104-150	Introduction to Marketing Program	1		Elective	1
10-104-154	Principles of Sales	3		Elective	3
10-104-172	Marketing Principles	3	MARKETING 300	Marketing Management	3
10-104-184	Marketing Presentations	1		Elective	1
10-104-185	Advanced Sales	3		Elective	3
10-104-128	Integrated Marketing Communications	3		Elective	3
10-104-129	Marketing Services and Customer Experience	2		Elective	2

10-104-210	Digital Marketing Strategies	3		Elective	3
10-104-175	Market Research	3		Elective	3
10-104-208	Retailing and Merchandising Principles	2		Elective	2
10-103-241	PowerPoint Level 1	1			
10-104-125	Social Media Campaigns 1	3		Elective	3
10-104-151	Personal Branding & Portfolio	1		Elective	1
10-104-171	Marketing Management	3		Elective	3
10-204-116	Graphics for Web Design	2			
10-204-121	Introduction to Graphics Software and Design	2			
10-104-207	Customer Relationship Management (CRM)	1			
	<b>Total occupational course credits earned:</b>	<b>43</b>		<b>Total occupational course credits accepted:</b>	<b>37</b>
	<b>Total credits required for graduation:</b>	<b>62</b>			
	<b>Total transferable credits:</b>	<b>56</b>		<b>Total credits accepted at UW-Madison:</b>	<b>56</b>

***Additional courses to take to transfer:***

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

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-801-204	Introduction to Literature	3		Literature	3
10-806-114	General Biology	4		Science	6
10-809-166	Intro to Ethics: Theory & App	3		Ethics	3
10-809-103	Thinking Critically and Creatives	3		Humanities	3
10-801-155	English Composition 2	3		Communications Part A	3
			GEN BUS 110	Personal & Professional Foundations of Business	1
			GEN BUS 360	Workplace Writing & Comm	3
			ECON 102	Intro to Macroeconomics	3-4
10-101-111	Accounting 1 AND	4	ACCT IS 100	Financial Accounting	3
10-101-113	Accounting 2	4	ACCT IS 211	Managerial Accounting	3
10-102-160	Business Law 1	3	GEN BUS 301	Business Law	3
				Additional Breadth	6
			FINANCE 300	Introduction to Finance	3
196-168	Organizational Behavior and Development	3	M H R 300	Organizational Behavior	3
			OTM 300	Operations Management	3
			GEN BUS 206	Beginning Data Analysis for Business	3
			GEN BUS 207	Intermediate Data Analysis for Business	3
			MARKETING 305	Consumer Behavior	3
			MARKETING 310	Marketing Research	3
			MARKETING 355	Marketing in the Digital Age	3

**Maximum 72 credits can be transferred toward  
degree at UW-Madison Online**

**degree at UW-Madison Online**

MARKETING 421	Fundamentals of Supply Chain Management	3
MARKETING 430	Strategic Pricing	3
MARKETING 460	Marketing Strategy	3
<b>Total credits needed at UW-Madison for degree:</b>		<b>73</b>

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

Updated 11/13/24