



**Transfer Institution:**  
Waukesha County Technical College  
**Associate Degree Program:**  
Marketing  
**Bachelor's Degree Program:**  
Marketing  
**Academic Year:** 2025-2026

**GENERAL STUDIES COURSES** \*asterisk indicates preferred course for transfer.

WCTC			CARROLL		
COURSE NUMBER	COURSE TITLE	CREDIT	COURSE NUMBER	COURSE TITLE	CREDIT
801-136 or 801-223 Approved Sub	English Composition I English Composition 2	3	ENG170	Writing Seminar	3
801-196 or 801-198 Approved Sub	Oral/Interpersonal Communication Speech	3	COM101	Principles of Communication	3
804-123 or 804-118*, 804-107*, 804- 195* Approved Sub	Math w Business Apps Intermediate Algebra w/Apps, College Math, College Algebra w/Apps	3	NON001 OTH000 MAT101	Does Not Transfer Elective Intermediate Algebra	3
809-195 or 809-143*, 809-287* Approved Sub	Economics Microeconomics / Macroeconomics	3	OTH000 ECO124 ECO225	Elective Principles of Economics – Micro Principles of Economics – Macro	3
809-196	Intro to Sociology	3	SOC101	Intro to Sociology	3
809-199 or 809-198 Approved Sub	Psychology of Human Relations Intro to Psychology	3	OTH000 PSY101	Elective Introductory Psychology	3
Total general studies credits earned:		18	Total general studies credits accepted:		18

**CORE COURSES**

WCTC			CARROLL		
COURSE NUMBER	COURSE TITLE	CREDIT	COURSE NUMBER	COURSE TITLE	CREDIT
101-105 or 101-109, 101-111 Approved Sub	Accounting Fundamentals Business Accounting Accounting I Principles	3	OTH000 OTH000 OTH000	Elective Elective Elective (1/2 ACC205-Need 101-113)	3
102-101 or 104-112 Approved Sub	Business Professionalism Personal Brand (3cr)	1	OTH000 BUS360	Elective Career Development	1
104-102	Marketing Principles	3	BUS301	Principles of Marketing	3
104-104	Sales Principles	3	OTH000	Elective	3
104-111	Technology Tools for Marketing	3	OTH000	Elective	3
104-113	Digital Marketing	2	½ BUS400	½ Digital and Social Media Mktg	2
104-114 or 104-109 Approved Sub	Social Media Promotion Social Media Marketing	2	½ BUS400 ½ BUS400	½ Digital and Social Media Mktg	2
104-116	Entertain & Sports Marketing	2	OTH000	Elective	2
104-125 or 104-190 Approved Sub	Advertising Retail Principles	3	COM203 OTH000	Advertising Elective	3
104-157	Marketing Management	3	OTH000	Elective	3
104-165	Marketing Public Relations	3	COM208	Introduction to Public Relations	3
104-167	Experiential Marketing	3	OTH000	Elective	3
104-173	Marketing Research	3	BUS435	Marketing Research	3
106-162 OR 106-110	Introduction to Microsoft Word Intro to Software Applications (3)	1	OTH000 NON001	Elective Does Not Transfer	1
106-163 OR 106-110	Intro to Microsoft Excel Intro to Software Applications (3)	1	OTH000 NON001	Elective Does Not Transfer	1
138-155	Global Marketing	3	OTH000	Elective	3
196-125	Management of Customer Service	3	OTH000	Elective	3
196-140 OR 196-191	Managing People Principles of Management	3	BUS302	Principles of Management	3
Total core credits earned:		45	Total core credits earned:		45
Total credits required for degree:		63	Total transfer credits accepted:		63

**ADDITIONAL COURSES TO BE COMPLETED FOR B.S. DEGREE**

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COURSE	COURSE TITLE	CREDIT	PROGRAM NOTES
ACC205	Financial Accounting	4	<p>Please see Carroll University Catalog for Marketing degree requirements:</p> <p><a href="https://catalog.carrollu.edu/preview_program.php?catoid=15&amp;poid=1996&amp;returnto=382">https://catalog.carrollu.edu/preview_program.php?catoid=15&amp;poid=1996&amp;returnto=382</a></p> <p>Total credits required for graduation are based upon a calculation of transfer credits accepted plus credits required to complete the B.S. degree.</p> <p>The Marketing major requires students to select a specialization for 12 credits. A.A.S. Marketing coursework satisfies the <b>Marketing Management</b> Specialization with BUS400, COM203 and COM208 transfer credit.</p> <p>See the catalog for additional specialization options.</p>
ACC206	Managerial Accounting	2	
BUS290	Principles of Business Law	2	
BUS304	Principles of Finance	4	
BUS305	Principles of Operations Management	4	
BUS320	Promotion Management	4	
BUS328	Professional Selling	4	
BUS479	Consulting Management	4	
BUS496	Business Policies	4	
CMP112	Computational Thinking I	4	
CMP114 or BUS114	Computational Thinking II Applied Statistics for Business & Economics	4	
Electives Needed	Options exist; minor potential	25	
Total credits required to complete degree:		65	
Total credits required for graduation:		128	



CARROLL UNIVERSITY

**GRADUATION REQUIREMENTS**

- Students must earn a minimum of 128 credits, with the final 32 credits completed at Carroll.
- Students must earn a minimum 2.0 cumulative GPA, a minimum 2.0 Carroll GPA and a minimum 2.0 major GPA.
- One-fourth of major requirements must be completed at Carroll.

**GENERAL INFORMATION**

- 72 credits may transfer from a two-year institution.
- Students earning the **A.A.S. in Marketing** will transfer with junior standing provided the degree includes appropriate program and grade requirements.
- Students earning the A.A.S degree will be exempt from the Carroll University Pio Core requirements. Degree must be posted to an official transcript.
- Due to changes in course content, transfer equivalences are subject to change.