



Transfer Institution: Waukesha County Technical College
Associate Degree Program: A.A.S. Marketing
Bachelor's Degree Program: B.S. Marketing
Academic Year: 2024-2025

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*, Approved Sub 804-107*, 804-195*	Math w Business Apps Intermediate Algebra w/Apps, College Math, College Algebra w/Apps	0 3	NON001 OTH000 MAT101	Does Not Transfer Elective Intermediate Algebra	0 3
809-195 or 809-143*, 809-287* Approved Sub	Economics Micro Economics / Macro Economics	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 / ½ ACC205	Elective Elective / ½ Financial Accounting (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 Marketing	2
104-114 or 104-109 Approved Sub	Social Media Promotion Social Media Marketing	2	½ BUS400 ½ BUS400	½ Digital and Social Media Marketing	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 Relation	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	1	OTH000 NON001	Elective Does Not Transfer	1
106-163 OR 106-110	Intro to Microsoft Excel Intro to Software Applications	1	OTH000 NON001	Elective Does Not Transfer	1
138-155	Global Marketing	3	OTH000/CCD	Elective/CCD	3
152-105 OR 201-110	Intro to Web Development Webpage Design	2	OTH000 /½ CSC319 OTH000	Elective / ½ World Wide Web Programming (Need 152-109) Elective	2
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

CARROLL			
COURSE or DISTRUBUTION COMPONENT	COURSE TITLE	CREDIT	PROGRAM NOTES
ACC205	Financial Accounting	4	<p>Please see Carroll University Academic Catalog link for Marketing degree requirements: https://catalog.carrollu.edu/content.php?catoid=11&navoid=281</p> <p>*Students transferring with the A.A.S. in Marketing to the B.S. in Marketing will complete 129 credits for their degree.</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 4 elective credits already completed with several WCTC courses:</p> <ul style="list-style-type: none"> • BUS360 Career Dev = 104-112 Personal brand (1 cr) • COM208 Intro to P.R. = 1064-165 Mrktng P.R. (3 cr) • COM203 Advertising = 104-125 Advertising (3 cr) <p>Please see Pioneer Core for a description of General Education requirements - https://catalog.carrollu.edu/content.php?catoid=11&navoid=277</p> <p>Transfer students with an associate of applied science degree will have the writing seminar waived and will meet all GE1 distribution components in the general education curriculum. In addition, transfer credit may be received for the CCD, GE2 and CCE requirements.</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	
BUS327	Business to Business Marketing	4	
BUS496	Business Policies	4	
CMP112	Computational Thinking I	4	
CMP114	Computational Thinking II	4	
ECO124	Principles of Economics I - Micro	4	
ECO225	Principles of Economics II - Macro	4	
CCS199	Cultural Survey	2	
Cross-Cultural Development	Satisfied with 138-155	0	
Cross-Cultural Experience	Options exist; immersion experience	2	
CCS400	Global Perspectives Colloquium	2	
Fine Arts 1	Waived for A.A.S. degree earned	0	
Humanities 1	Waived for A.A.S. degree earned	0	
Philosophy/Ethics/Religion 1	Waived for A.A.S. degree earned	0	
Natural Sciences 1	Waived for A.A.S. degree earned	0	
GE2 - General Education 2	Options exist	4	
Electives Needed	Options exist; minor potential	12	
Total credits required to complete degree:		66	
Total credits required for graduation:		129	

 **CARROLL UNIVERSITY**

PIONEER CORE | GENERAL EDUCATION REQUIREMENTS

All students must fulfill the Carroll University Pioneer Core requirements including the Cross- Cultural and Distribution components to receive their degree: CCS199, ENG170, Cross-Cultural Development (CCD), Cross-Cultural Experience (CCE) and CCS400.

DISTRIBUTION COMPONENTS

The Distribution Components include four introductory level General Education 1 (G1 courses) and one higher-level General Education 2 (GE2) course, outside of their major. A GE2 course must be from the same discipline as one of the GE1 courses taken (i.e., a GE1 English course and a GE2 English course) or in a pre-approved cognate field. Students will complete coursework in Fine Arts, Humanities, Philosophy/Ethics/Religion, Social Sciences and Natural Sciences. Students are waived from the GE1/GE2 area that houses their major.

MATHEMATICAL LITERACY - degree specific, see courses listed.

- CMP112 and CMP114 are both needed.

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.
- 72 credits may transfer from a two-year institution.

MISCELLANEOUS

- Students with the **A.A.S. Marketing** degree will transfer with junior standing provided the degree includes appropriate program and grade requirements.
- Due to changes in course content, transfer equivalencies are subject to change.