



Transfer Guide

Northeast Wisconsin Technical College (NWTC) Marketing Associate Degree to UW-Green Bay Bachelor of Business Administration, Marketing major

(Effective for Fall 2021 catalog)

Transfer Plan Highlights:

- 55 credits transfer from NWTC to UW-Green Bay
- As few as 78 credits are needed to complete your degree at UW-Green Bay
- Bachelor Degree can be completely entirely online
- See details on the next pages

For more information, please contact:

UW-Green Bay Transfer Admissions

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This page details how your NWTC work will transfer to UW-Green Bay

NWTC			UW-Green Bay		
First Semester					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
890-101	College 101	1		Not Transferrable	0
104-110	Marketing Principles	3	MKTG 322	Introductory Marketing	3
104-182	Personal Brand Development	2		Not Transferrable	0
104-124	Marketing Presentations	1		Not Transferrable	0
104-101	Selling Principles	3		Elective Credit	3
103-131	Micro: Excel-Intro	1		Elective Credit	1
801-136	English Composition 1	3	ENG COMP 100	English Composition 1	3
Total credits earned		14	Total credits accepted		10

Second Semester					
804-134	Mathematical Reasoning	3	MATH 100	Math Appreciation	3
104-107	Marketing Comm – Integrated	3		Elective Credit	3
104-176	Consumer Behavior	3		Elective Credit	3
104-191	Customer Service	3		Elective Credit	3
801-196	Oral/Interpersonal Comm	3	COMM 166	Fund. Of Interpersonal Communication	3
809-198	Intro to Psychology	3	PSYCH 102	Introduction to Psychology Gen Ed: Social Sciences	3
Total credits earned		18	Total credits accepted		18

Third Semester					
104-119	Social Media Marketing	3		Elective Credit	3
105-103	Career Preparation	1		Not Transferrable	0
101-106	Accounting for Non Accountants	3		Not Transferrable	0
809-166	Intro to Ethics: Theory and App	3	PHILOS 102	Contemporary Ethical Issues Gen Ed: Humanities	3
809-195	Economics	3		Substitute for ECON 202 Gen Ed: Sub for First Year Seminar	3
804-198	Market Research & Info Mgmt	3		Elective Credit	3
Total credits earned		16	Total credits accepted		12

Fourth Semester					
809-172	Intro to Diversity Studies	3	HUM STUD 213	Ethnic Diversity and Human Values Gen Ed: Ethnic Studies	3
102-150	Business Law	3	BUS ADM 305	Legal Environment of Business	3
104-199	Marketing Career Experience	2		Not Transferrable	0
104-125	Event Marketing	3		Elective Credit	3
104-189	Sales Management	3		Elective Credit	3
104-148	Global Marketing	3		Elective Credit	3
104-183	Personal Brand – Portfolio	1		Not Transferrable	0
Total credits earned		18	Total credits accepted		15

Total credits earned at NWTC		66	Total credits accepted at UW-Green Bay		55
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**This page details the UW-Green Bay courses needed to complete the
Marketing major and all other degree requirements.**

This major is available on-campus or fully online.

ACCTG 201	Principles of Financial Accounting	3
ACCTG 202	Principles of Managerial Accounting	3
BUS ADM 130	Spreadsheets and Information Systems	3
BUS ADM 201	Principles of Sustainability in Business	3
BUS ADM 202	Business and its Environment (Gen Ed: Social Science)	3
ECON 203	Microeconomics	3
PHILOS 227	Business Ethics (Gen Ed: Humanities)	3
SCM 200	Principles of Supply Chain Management	3
BUS ADM 220	Business Statistics (Gen Ed: Quantitative Literacy)	3
WF 200	Professional Writing for Business Majors	3
ENTRP 371	e-Entrepreneurship and Digital Management	3
FIN 343	Corporation Finance	3
HRM 362	Intro to Human Resource Management	3
MGMT 389	Organizational Behavior	3
MGMT 482	Capstone in Business Strategy (Capstone Course)	3
SCM 380	Project Management	3
MKTG 345	Digital Marketing	3
MKTG 421	International Marketing (Gen Ed: Global Culture; Writing Emphasis)	3
MKTG 423	Advertising	3
MKTG 428	Consumer Behavior (Writing Emphasis)	3
	Gen Ed: Natural Sciences	3
	Gen Ed: Biological Sciences	3
	Gen Ed: Humanities	3
	Gen Ed: Fine Arts	3
Choose 6 credits from:		6
MKTG 327	Selling and Sales Management	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
Total credits earned at UW-Green Bay		78