

**Fox Valley Technical College Business Management Associate Degree to
UW-Green Bay Bachelor of Business Administration, Business Administration major,
Marketing**

(Effective for Fall 2020/Spring 2021 Catalog only)

This page details how your Fox Valley Technical College work will transfer to UW-Green Bay

Fox Valley Technical College			UW-Green Bay		
First Semester					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-101-107	Accounting, Principles of	3		Elective Credit	3
10-102-112	Business, Intro to	3	BUS ADM 202	Business and Its Environment	3
10-103-120	MS Office Suite, Introduction	2		Elective Credit	2
10-116-193	Human Resource Management	3	HRM 262	Intro to HR Management	3
10-804-123	Math w/Business Apps	3		Elective Credit	3
10-809-199	Psych of Human Relations	3		Gen Ed: Social Science	3
Total credits earned		17	Total credits accepted		17

Second Semester					
10-102-103	Business Law 1	3	BUS ADM 305	Legal Environment of Business	3
10-104-151	Marketing 1, Principles of	3	MKTG 322	Introductory Marketing	3
10-104-166	Intro to Sales	3		Elective Credit	3
10-196-191	Supervision	3		Elective Credit	3
10-801-195	Written Communication	3	WF 100	Writing Fundamentals	3
Total credits earned		15	Total credits accepted		15

Third Semester					
10-116-150	Employment Law	3		Elective Credit	3
10-196-108	Contemporary Business Issues	3		Elective Credit	3
10-196-110	Cost Controls and Budgeting	3		Elective Credit	3
10-196-131	Problem Solving	2		Elective Credit	2
10-801-196	Oral/Interpersonal Comm	3	COMM 166	Fund of Interpersonal Comm	3
10-809-166	Intro to Ethics: Theory/App	3		Gen Ed: Humanities	3
Total credits earned		17	Total credits accepted		17

Fourth Semester					
10-102-105	Business Management Internship	3		Elective Credit	3
10-106-118	Effective Business Practice	3		Elective Credit	3
10-196-190	Leadership Development	3	MGMT 472	Leadership Development	3
10-809-195	Economics	3		Substitute for ECON 202 Gen Ed: First Year Seminar	3
10-809-197	Contemporary Amer Society	3		Gen Ed: Social Science	3
Total credits earned		15	Total credits accepted		15
Total credits earned at FVTC		64	Total credits earned at UW-Green Bay		64

Courses required at UWGB for Marketing Emphasis		
ACCTG 201	Principles of Financial Accounting	4
ACCTG 202	Principles of Managerial Accounting	3
BUS ADM 220	Business Statistics	3
BUS ADM 130	Spreadsheets and Information Systems	3
ECON 203	Microeconomics	3
WF 200	Professional Writing for Business Majors	3
PHILOS 227	Business Ethics (Gen Ed: Humanities)	3
FIN 343	Corporation Finance	3
MGMT 389	Organizational Behavior	3
MGMT 482	Strategic Management	3
MKTG 421	International Marketing (Gen Ed: Global Culture)	3
MKTG 423	Advertising	3
MKTG 345	Digital Marketing	3
MKTG 428	Consumer Behavior	3
Choose One courses from list:		3
MKTG 327	Selling and Sales Management	3
MKTG 424	Research Methods	3
MKTG 426	Marketing Strategy	3
MKTG 447	Social Media Marketing	3
FIN 3XX/4XX	Upper-level Finance Course	3

	Gen Ed: Sustainability Perspective	3
	Gen Ed: Biological Science	3
	Gen Ed: Natural Science	3
	Gen Ed: Humanities	3
	Gen Ed: Ethnic Studies	3
	Gen Ed: Fine Arts	3
Minimum credits needed at UW-Green Bay		67