

**Northeast Wisconsin Technical College Business Management Associate Degree to
UW-Green Bay Bachelor of Business Administration, Business Administration major,
Marketing Emphasis**

(Effective for Fall 2020/Spring 2021)

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

Northeast Wisconsin Tech College			UW-Green Bay		
First Semester					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
890-101	College 101	1		Not Transferable	0
102-158	Business Principles	3	BUS ADM 202	Business and Its Environment	3
801-136	English Composition 1	3	WF 100	Fundamentals of Writing	3
801-196	Oral/Interpersonal Comm	3	COMM 166	Fund of Interpersonal Comm Gen Ed: First Year Seminar	3
804-134	Mathematical Reasoning	3	MATH 100	Math Appreciation Math Competency	3
103-121	Micro: Word-Intro	1		Elective Credit	1
105-101	Career Planning	1		Not Transferable	0
Total credits earned		15	Total credits accepted		13
Second Semester					
104-110	Marketing Principles	3	MKTG 322	Introductory Marketing	3
101-106	Accounting for Non-Accountants	3		Not Transferable	0
809-195	Economics	3		Substitute for ECON 202 Gen Ed: Social Science	3
103-131	Micro: Excel-Intro	1		Elective Credit	1
196-189	Team Building/Problem Solving	3		Elective Credit	3
102-150	Business Law	3	BUS ADM 305	Legal Environment of Business	3
Total credits earned		16	Total credits accepted		13

Third Semester					
102-168	Operations Management	3		Elective Credit	3
101-184	Business Finance/Budgeting	3		Elective Credit	3
101-190	Accounting-QuickBooks	1		Not Transferrable	0
105-103	Career Preparation	1		Not Transferrable	0
182-111	Lean Operations	1		Elective Credit	3
182-112	Lean Manufacturing	1		If all three courses completed, then Gen Ed: Sustainability Perspectives	
182-113	Lean Logistics	1			
196-191	Supervision	3		Elective Credit	3
Total credits earned		14	Total credits accepted		12

Fourth Semester					
196-193	Human Resource Management	3	HRM 262	Intro to Human Resource Management	3
102-160	Global Business Management	3		Elective Credit Gen Ed: Global Culture	3
104-191	Customer Service	3		Elective Credit	3
809-172	Intro to Diversity Studies	3	HUM STUD 213	Ethnic Diversity & Human Values Gen Ed: Ethnic Studies	3
809-198	Intro to Psychology	3	PSYCH 102	Introduction to Psychology Gen Ed: Social Science	3
102-199	Business Mgmt Career Exp	2		Elective Credit	2
102-195	Business Simulation	2		Not Transferrable	0
Total credits earned		19	Total credits accepted		17

Total credits earned at NWTC		64	Total credits accepted at UW-Green Bay		55
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Courses required at UWGB for Marketing Emphasis		
ACCTG 201	Principles of Financial Accounting (Gen Ed: Quantitative Literacy)	4
ACCTG 202	Principles of Managerial Accounting	3
BUS ADM 220	Business Statistics	3
BUS ADM 130	Spreadsheets & 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 428	Consumer Behavior	3
MKTG 345	Digital Marketing	3
Choose One Marketing Course 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
MGMT 3XX/4XX	Choose Upper-level Management Course	3
FIN 3XX/4XX	Choose 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: Fine Arts	3
Minimum credits needed at UW-Green Bay		67

It is recommended you consult UW-Green Bay Admissions Counselor for complete transfer information.