

- New
- Replacement

ARTICULATION TRANSFER AGREEMENT

Waukesha County Technical College
Marketing Associate of Applied Science Degree

And

CONCORDIA UNIVERSITY INC.
Bachelor of Science in Marketing (Traditional Program)

This agreement applies to students completing an associate's degree and entering Concordia University Inc. to complete a Bachelor's degree.

The term Concordia Inc. will be used to refer to Concordia University Wisconsin and Ann Arbor.

PURPOSE

Students who successfully complete the program-specific degree of an Associate program at Waukesha Technical College (WCTC) and who meet admission requirements at Concordia University (CU INC.) can earn a Bachelor's Degree at CU INC.

In particular, any student who:

- A) Successfully completes all courses in the specified programs at with a grade of D (1.7 out of 4.0) or better in each course, and
- B) Meets the CU INC. admission requirements for transfer students into the specified program at CU INC., with a cumulative GPA of 2.0 or greater for full acceptance, or with a GPA <2.0 if submitted with a personal statement and individual candidate interview for consideration of acceptance on a conditional basis.

PROVISIONS

The following provisions specify the standard procedures and terms of this transfer agreement.

Because these transfer agreement provisions are used in transfer agreements with several Tech/Community Colleges, the term "Tech College" will be used to refer to the specific college named at the beginning of this transfer agreement.

1. An active agreement begins at the commencement of classes. The agreement must be actively reviewed by the program faculty of both colleges and renewed at least every two years to continue the agreement. Reasonable accommodations will be made for students if either program must be changed, but additional courses may be required of students if the program changes. Students must be informed of this possibility "upfront."

2. This agreement does not guarantee a student's acceptance into the Marketing program.
3. Both parties agree to provide at least one hundred eighty (180) days advance written notification of their intent to cancel this agreement. Students who apply to CU INC. prior to the cancellation date will be permitted to transfer credits under the agreement terms. Both parties further agree that failure to maintain regional accreditation required by the specific academic program(s) referenced in this agreement will be grounds for exclusion of that program from the agreement.
4. Each institution is responsible for notifying the other of any changes in the program or curriculum.
5. Both parties are accredited by the Higher Learning Commission.
6. The Parties will abide by confidentiality requirements outlined in the Family Education Rights and Privacy Act (20 USC § 1232g ("FERPA")) and other applicable laws.
7. The Tech/Community College will consent to the promotion of this transfer agreement by CU INC. personnel in the following events. Please select **three** or more options:
 - Classroom visits (virtual or otherwise).
 - Transfer fairs and/or job fairs (virtual or otherwise).
 - Share information via student portal, digital board, or newsletters.
 - List of current students and their contact information in the Marketing cluster.
 - Graduation list of all students for future spring and fall semesters.
 - Contact information for professors and advisors of the Marketing cluster.
 - Contact information for on-campus student organizations and clubs.
 - Adding it to Transfer Library for academic advisor access. Student access is available.
 - Other: Agreement listed on marketing page as well as "Transfer After" webpage

Concordia University's Outreach Coordinator will connect with an appointed staff to obtain the information about the events that you have selected above.

At CU INC.:

Ana Sanchez, Outreach Coordinator, 262-243-1814, ana.sanchez@cuw.edu.

At WCTC:

Please indicate a designated contact person below.

Person(s), title(s), phone number(s), and email address (es) designated to provide events information to CU INC.'s Outreach Coordinator:

- Cara Bowman, Coordinator – Coordinator- Academic Affairs, 262-695-6526,
cbowman@wctc.edu

8. For the instruction of the designated transfer courses, the Tech will use faculty members who meet state approve requirements and will be designated as "approved faculty" members.
9. The Tech student must pass each course with a D or better in order for the course to receive transfer credit in the specified program at CU INC. Any exceptions to this policy must be approved in writing by the program director at CU INC. Under the condition that

the student must retake one or more courses, the student is not guaranteed junior standing in the specified program at CU INC.

Institution-specific information

The purpose of this section is to provide information that is specific to each institution and is current as of the signing of this transfer agreement. Any changes to this information should be promptly communicated to the other institution.

At WCTC:

Administrative person(s) or Faculty, title, phone number, and email address directly responsible for the program, including curriculum changes:

- Andrea Wolf, MAE, Associate Dean- Marketing, Management and Accounting.
AWolf29@WCTC.edu 262-691-5232

Public relations/marketing and other people, title, phone number, and email address designated for coordination and signoff of promotional materials:

- Cara Bowman, Coordinator – Coordinator- Academic Affairs, 262-695-6526,
cbowman@wctc.edu

The website address for the institution: [https://
https://www.wctc.edu/academics/programs/marketing/index.php](https://www.wctc.edu/academics/programs/marketing/index.php)

At CU INC.:

Administrative person(s) or Faculty, title, phone number, and email address directly responsible for the program, including curriculum changes:

- W. Clarke Griffin, EdD, MBA, CFBE, Assistant Dean of Undergraduate Programs –
Batterman and Haab School of Business Assistant Professor of Sport & Hospitality Business,
262.243.4441, Walter.Griffin@cuw.edu

Public relations/marketing and other people, title, phone number, and email address designated for coordination and signoff of promotional materials:

- Ms. Lisa Liljegren, Vice President of Strategic Communications and Marketing,
262-243-4472, Lisa.Liljegren@cuw.edu

The website address for the institution: www.cuw.edu

Guidelines for use of Concordia University's name and/ or logo

As specified in the transfer agreement, CU INC.'s Director of Marketing Strategy or the director's designee shall approve any and all narrative and graphic representation containing CU INC.'s name, logo, or reference to our programs before it is published or distributed in any way.

Contact the CU Inc. director of Marketing Strategy:

- To request the specific format and file size of any logo, CU Inc. materials

- To share communication in the form of brochures, catalogs, letters, email, posters, etc. where the CU Inc. name and/or logo is mentioned before its intended publication
- For clarity as to the limitations of the transfer agreement and to avoid potential misunderstandings

Please note: CU Inc.'s logo may not appear on the cover of any literature unless approved by CU Inc. Any promotional literature or other media will indicate that the transfer, upon which this transfer agreement is based, is into the specified program at CU Inc.

Waukesha Technical College: Marketing Associate of Applied Science Degree Concordia University: Bachelor of Science in Marketing (Traditional Program)

The following is an unofficial evaluation. To be used as a guide to understanding the pathway of this agreement.

NOTE: Many students have more than the minimum credits from WTC or another educational institution. CU INC. accepts up to 84 qualifying transfer credits. All students must have 120 credits to graduate. This plan is subject to change based on the number of qualified transfer credits.

Courses are offered in an accelerated: virtual or online; typically, students take one course at a time. However, to qualify for federal student aid, students must be enrolled at least half-time (or 6 credits) for Direct Loan Program funds.

WTC Program:	Marketing Associate of Applied Science Degree	CU Inc. Program:	Bachelor of Arts in Marketing
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The following evaluation is based upon requirements for completion of a bachelor's degree.

	CU Inc. Requirements	WTC Completed	Needed
Major Curriculum	51 Credits	27 Credits	24 Credits
Core Requirements	30 Credits	15 Credits	15 Credits
Electives	39 Credits	22 Credits	17 Credits
TOTAL	120 Credits	64 Credits	56 Credits

MAJOR CURRICULUM – 51 CREDITS				
WTC Course	CU Inc. Course	Course Name	Credits	WTC Credits Earned
101-105	ACCT 205	Accounting & Finance for Business Professionals	3	3
	Bus 161 OR BUS 162	Business Essentials or Quantitative Business Essentials	3	
	Bus 210	Business Law	3	
	BUS 355	Management Information Systems	3	
	BUS 399	Business Internship	3	
	BUS 453	Business Policy and Ethics (Business School Capstone)	3	
	ECON 231	Microeconomics	3	
	MGMT 130 or MBA 544	Management & Leadership or People Focused mgmt.	3	
104-102	MKTG 131	Principles of Marketing	3	3
104-165	MKTG 223	Public Relations	3	3
104-104	MKTG 304	Retail Management	3	3
104-125*	MKTG 325	Promotion & Advertising	3	3
104-109*	MKTG 345	E-Commerce	3	3
104-157	MKTG 422	Marketing Management	3	3
104-173	MKTG 426	Marketing Research	3	3
138-155	MKTG 440	International Marketing	3	3
	GD 110	Graphic Design I	3	
Total Credits:			51	27

CORE REQUIREMENTS – 30 CREDITS					
WTC Course	CU Inc. Course	Course Name	Subject Area / Credits	Credits	WTC Credits Earned
	REL 100	The Bible	Faith Courses (6)	3	n/a
	REL 110	Christian Faith		3	n/a
801-136	ENG 104		Communication & Language (6)	3	3
801-196	COMM 105 or COMM 201	Public Speaking or Interpersonal Communication		3	3
		Science with laboratory	Natural World – Science (3)	3	
	BUS 315	Business Statistics*	Natural World – Mathematics (3)	3	
809-195	ECON 222	Macroeconomics	Society & Culture (6)	3	3
809-196				3	3
			Human Beings & Being Human – Social World (5)	2	
809-199	PHIL 256	Critical Thinking*		3	3
			Human Creativity & Expression (3)	3	
TOTAL CREDITS				30	15


ELECTIVES – 39 REQUIRED CREDITS			
Course #	Course Name	Institution	Credits
102-101 OR 104-112	Business Professionalism	WTC	1
104-111	Technology Tools for Marketing	WTC	3
104-113	Digital Marketing	WTC	2
104-167	Experiential Marketing	WTC	3
106-162 OR 106-110	Introduction to Microsoft Word	WTC	1
106-163 OR 106-110	Intro to Microsoft Excel	WTC	1
152-105	Intro to Web Development	WTC	2
196-125	Management of Customer Service	WTC	3
196-140	Managing People	WTC	3
804-123	Math w Business Apps	WTC	3
Total:			22


ADDITIONAL INFORMATION	
Institution	Credits
Waukesha County Technical College	60
<ul style="list-style-type: none"> An (*) suggests a recommended course. Previously earned credits (D or above) from regionally accredited colleges or universities may be transferred in. This is a temporary evaluation. This document effective as of 8.21.2023 Courses and program goals from CUW are subject to change. 	
Updated: 8.21.23	

This signed agreement has been thoroughly reviewed and approved by both institutions.

This agreement is effective for two years from the date of the final signature.

CONCORDIA UNIVERSITY INC.

DocuSigned by:

Date: 8/29/2023
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Dr. Leah Dvorak
Vice President for Academics and Chief
Academic Officer

DocuSigned by:

Date: 8/29/2023
B94B51218DA0407...
Dr. W. Clarke Griffin
Assistant Dean of Undergraduate – Batterman
and Haab School of Business

Waukesha Technical College

DocuSigned by:

Date: 8/30/2023
84CE1138B8F0468...
Andrea Wolf, MAE
Associate Dean- Marketing, Management
and Accounting

DocuSigned by:

Date: 8/31/2023
C4F95BDDC624450...
Jon Koch
Dean – School of Business

DocuSigned by:

Date: 9/5/2023
14A1072F134E489...
Brad Piazza, PhD
Vice President of Academic Affairs