



WAUKESHA
COUNTY TECHNICAL
COLLEGE



MARQUETTE
UNIVERSITY

Be The Difference.

Undergraduate Credit Articulation Agreement
Waukesha Country Technical College
And
Marquette University

Waukesha County Technical College ("WCTC") and Marquette University ("MU") agree to a cooperative relationship through this agreement to better serve students and facilitate the transfer process. This agreement provides a structure through which students at WCTC can transfer their coursework to MU for completion of a bachelor's degree.

1. Academic Requirements

- a. Students must have received a high school diploma or equivalent and completed WCTC's Associate of Applied Science – Marketing Degree outlined in the attached Appendix.
- b. Completion of the attached coursework is not a guarantee of admission. Evaluation for admission to MU is holistic, considering all aspects of the student's academic and non-academic history. Students maintaining a cumulative grade point average of a minimum 3.0 on a 4.0 scale and having earned a C or better in all coursework taken at WCTC are the best candidates for admission.
- c. Students are encouraged to enroll in their MU degree program within three years of initial enrollment in the agreement. Ideally, students will enroll in the agreement prior to or during their first semester at WCTC.
- d. International students must demonstrate English language proficiency as part of the final admission process. Examples of accepted evidence are found in the MU international application guidelines.
<https://www.marquette.edu/oie/prospective-students/application-materials.php>

2. Admission Requirements

- a. Students must sign and authorize WCTC and MU to disclose their educational records, including but not limited to, transcripts, admission, and advising information as appropriate. Students agree to allow the two institutions to share information and allow reverse transfer credits. Students may also receive communication from MU informing them of presentations, workshops, activities, student events, and visits.



- b. Students must be in good academic and disciplinary standing at WCTC at the time of transfer. Students must adhere to each institution's standard policies and procedures including but not limited to those dealing with admission, course enrollment, transfer credits, financial aid, student conduct and discipline, academic probation, dismissal, and reentry.
- c. MU will provide academic advisement to students to discuss admission, program requirements, and transfer credit policies. The attached Appendix lists the transfer level a student would be placed into upon transfer. The transfer level identifies the MU Core Curriculum courses that are not satisfied by transfer credit and need to be completed at MU.
- d. This agreement applies to MU program listed in the Appendix. Note: not all undergraduate programs have an articulation option. Students interested in a MU program not listed in the Appendix should follow general transfer admission instructions.
- e. Courses accepted for transfer credit must follow MU's Transfer Course/Credit Policy as stated in the Undergraduate Bulletin. <https://bulletin.marquette.edu/undergrad/>
- a. Students may also qualify for MU scholarships, including transfer specific scholarships viewable at <https://www.marquette.edu/explore/transfer-students-scholarships-and-financial-aid.php>

3. Other Terms

- a. All students participating in the agreement must apply to MU using the Common Application or the MU Admission Application by the application deadline for the desired entry term.
- b. Failure to meet the requirements above does not preclude the student from applying and being considered for admission to MU using the traditional admission process.
- c. WCTC and MU will publish a version of this document and related forms on its website, so the details of this agreement are available to students interested in participating in the program. MU and WCTC will each have the right to review and approve all advertising for the agreement.



- d. This agreement is effective for three years from the latest date on which this Agreement is signed, with curricular updates made, if necessary, on an annual basis. Any proposed changes to the agreement will be reviewed and agreed to collaboratively by WCTC and MU.
- e. Should this articulation agreement be dissolved, students who have not yet secured an offer of admission to MU will be considered for admission according to regular university transfer policy and deadlines.

4. Requirements at MU

- a. Students must maintain good academic and university standing as described in the Undergraduate Bulletin <https://bulletin.marquette.edu/undergrad/academicregulations/>
- b. Students must satisfactorily earn a minimum of 45 of the total credits for the degree with MU coursework and fulfil all degree requirements as specified in the Undergraduate Bulletin.
- c. MU reserves the right to discontinue majors and courses. Should a major or course be eliminated, students who are already matriculated at MU under this articulation will be provided the opportunity to complete the program if they have been continuously enrolled in the academic program.

Agreed and acknowledged:

Waukesha Country Technical College

DocuSigned by:

 14A1072F134E480... 10/22/2021

Dr. Bradley Piazza, VP of Learning Date

Marquette University



Dr. Kimo Ah Yun, Provost Date

APPROVED AS TO FORM

 OFFICE OF THE GENERAL COUNSEL
 MARQUETTE UNIVERSITY



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Appendix I

Undergraduate Articulation Credit Agreement
Waukesha Country Technical College
Associate of Applied Science – Marketing
And
Marquette University
Bachelor of Science – Marketing

WCTC		
Course Num	Course Name	Credits
101-105 Or 101-111	Accounting Fundamentals Or Accounting I – Principles ¹	3 Or 4
102-101	Business Professionalism	1
104-102	Marketing Principles	3
104-104	Sales Principles	3
104-111	Technology Tools for Marketing	3
104-113	Digital Marketing	2
104-114 Or 104-109	Social Media Promotion Or Social Media Marketing	2 Or 3
104-125	Advertising	3
104-157	Marketing Management	3
104-165	Marketing Public Relations	3
104-167	Experiential Marketing	3
104-173	Marketing Research	3
106-162	Intro to Microsoft Word	1
106-163	Intro to Microsoft Excel	1
138-155	Global Marketing	3
152-105	Intro to Web Development	2
196-125	Management of Customer Service	3

Marquette		
Course Num	Course Name	Credits
BUAD 9290	Lower Division Business Elective	3 Or 4
BUAD 9290	Lower Division Business Elective	1
BUAD 9290	Lower Division Business Elective	3
MARK 4094	Professional Selling	3
ADPR 9290	Lower Division Advertising Elective	3
MARK 4050	Digital Marketing	2
CCOM 9290 Or ADPR 4300	Lower Division Corporate Com Elective Or Emerging & Social Media in a Dynamic Marketplace	2 Or 3
ADPR 9290	Lower Division Advertising Elective	3
MARK 4110	Marketing Management	3
ADPR 2200	Media Writing	3
BUAD 9290	Lower Division Business Elective	3
BUAD 9290	Lower Division Business Elective	3
NONE 9201	No MU Equivalent	0
BUAD 9290	Lower Division Business Elective	1
MARK 4040	International Marketing	3
COSC 9290	Lower Division Computer Science Elective	2
BUAD 9290	Lower Division Business Elective	3

¹ Students completing 101-111 Accounting I and 101-113 Accounting II at WCTC will receive transfer credit at MU for ACCO 1030 Principles of Financial Accounting.



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196-140 Or 196-191	Managing People Or Principles of Management	3
801-136	English Composition 1	3
801-196 Or 801-198	Oral/Interpersonal Comm Or Speech	3
804-123 Or 804-198	Math w Business Apps Or Calculus I (recommended)	3 Or 4
809-195 Or 809-143	Economics Or Microeconomics (recommended)	3
809-196	Intro to Sociology	3
809-199 Or 809-198	Psych of Human Relations Or Intro to Psychology	3
Total Credits		63 (minimum)



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BUAD 9290	Lower Division Business Elective	3
ENGL 1001	Rhetoric & Composition I	3
COMM 1100	Professional Communication	3
MATH 1390 Or MATH 1450	Finite Mathematics Or Calculus 1 (recommended)	3 Or 4
ECON 1001 Or ECON 1103	Economics Or Principles of Microeconomics (recommended)	3
SOCI 1001	Principles of Sociology	3
PSYC 9290 Or PSYC 1001	Lower Division Psychology Elective Or General Psychology	3
		62 (minimum)

Credit

Awarded:

MCC Notes:

Min 62 total transferrable credits

Transfer level 3

MCC courses still needed: PHIL 1001, THEO 1001, CORE 1929, CORE 4929