

TRANSFER AGREEMENT

BETWEEN

UNIVERSITY OF WISCONSIN-MADISON

AND

WAUKESHA COUNTY TECHNICAL COLLEGE

Waukesha County Technical College Associate of Applied Science in Marketing to a UW-Madison Bachelor of Business Administration (BBA) online program: Business Administration-Marketing (this program will be referred to as “UW-Madison Online BBA-Marketing” below).

Effective Date: 09/24

Next Review Date: 9/27

Transfer Plan Highlights:

- Students who completed all required coursework at Waukesha County Technical College for the Associate of Applied Science in Marketing will transfer a minimum of 57 credits to UW-Madison with junior-level academic standing. Coursework taken at other institutions will be evaluated from the institution where it was completed and not how it transferred and was applied at Waukesha County Technical College.
- A minimum of 120 credits are needed to complete a UW-Madison **Online** BBA degree program.
- Waukesha County Technical College students who are in good standing and meet requirements of this agreement at UW-Madison will be guaranteed direct admission into the Business Administration-Marketing **Online** degree program. (See Online School of Business admissions requirements below)
- Waukesha County Technical College students who are pursuing an Associate of Applied Science in Marketing and declare an intent to use this agreement to gain admission to a UW-Madison **Online** BBA-Marketing program will be eligible for joint advisement from both Waukesha County Technical College and a UW-Madison advisor while completing their Associate Degree.
- Completion of 804-195 College Algebra or equivalent that transfers as MATH 112 or higher math to UW-Madison is required prior to transfer.
- This agreement is only valid for students pursuing a UW-Madison **Online** BBA-Marketing program.
- See details below.

Course Transfer Conditions

- Students are encouraged to refer to [Transferology](#) to determine course transfer equivalencies.
- Students may **generally** transfer up to 72-degree credits earned at non-baccalaureate institutions.

Agreement Description and Rationale

This document constitutes a transfer agreement between University of Wisconsin-Madison School of Business and Waukesha County Technical College Associate of Applied Science in Marketing as respective programs align well to prepare students to be strong leaders in Marketing. UW-Madison is eager to welcome Waukesha County Technical College transfer students into an **Online** BBA-Marketing program.

Students who pursue the Associate of Applied Science in Marketing degree and submit the Declaration of Intent to Participate to gain admission to a UW-Madison **Online** BBA-Marketing program will be eligible for joint advisement from both Waukesha County Technical College and a UW-Madison advisor while completing their associate degree. Those students who successfully complete the Associate degree and meet specified levels of academic achievement at Waukesha County Technical College as outlined in this transfer agreement will be guaranteed direct admission to a UW-Madison School of Business **Online** BBA program in Business Administration-Marketing.

Students who have previously graduated with an Associate degree from Waukesha County Technical College or are not utilizing this transfer agreement remain welcome to apply for admission via the usual online transfer admission process. Previous coursework will be evaluated for transfer on a course-by-course basis.

This agreement only applies to the **Online** BBA-Marketing program at UW-Madison. Students who wish to pursue an on-campus Business program can follow the application process for on-campus transfer students. **UW-Madison Online Business program students cannot transfer into any on-campus program.**

1. UW-Madison School of Business Admission Requirements

To be eligible for guaranteed direct admission to the UW-Madison School of Business Online programs, students must:

- a. Earn a 3.0 cumulative GPA in Waukesha County Technical College transferable coursework as determined by UW-Madison computation. The GPA for transfer is computed in accordance with UW-Madison's grading practices (all grades for repeated and failed transferable degree credit courses are included in the computation).
- b. Complete an electronic Declaration of Intent to Participate with their Waukesha County Technical College advisor. Students are strongly encouraged to declare their intent as early as possible to facilitate the smoothest transfer experience. The UW-Madison Office of Admissions and Recruitment will send a copy of the Declaration of Intent to Participate to the student, the Waukesha County Technical College advisor, and UW-Madison Online Recruitment Office.
- c. Meet with a transfer program advisor at Waukesha County Technical College at least once per semester while enrolled. The option to meet with a UW-Madison Business advisor is available while completing the Associate degree.
- d. Communicate with a UW-Madison financial aid advisor to understand what [types of funding](#) may be available for students in online programs at UW-Madison. Students in online programs are not eligible for some types of funding.
- e. Meet the requirements for **Online** transfer admission to UW-Madison **Online** by demonstrating successful completion of:

- i. Course equivalent to Math 112, College Algebra at UW-Madison.
- ii. Single world language of either two high school years or two college semesters of sequential study in one world language. A student whose native language is not English is exempt from this admissions requirement provided the student's formal education through the seventh grade was in the native language. **If this requirement is not met, students may be admitted with deficiencies and work with School of Business advisors to address completing requirement prior to graduation.**
- f. Submit an application for **Online** transfer admission to UW-Madison according to the schedule for the planned term of entry to UW-Madison, see [Apply to UW Online](#)

2. Transfer of Credits

- a. UW-Madison Credit Evaluation Services will determine course transfer. Students are highly encouraged to consult with their advisors to discuss course transfer options for a UW-Madison **Online** BBA; Business Administration-Marketing program.
- b. Students may **generally** transfer up to 72-degree credits earned at non-baccalaureate institutions.
- c. To determine how test credit, such as Advanced Placement (AP) or International Baccalaureate (IB), transfer to UW-Madison, see [AP/IB credit](#)

3. Graduation Requirements:

- a. All UW-Madison baccalaureate candidates must meet UW-Madison's general education requirements and School of Business BBA, Business Administration-Marketing degree requirements.
- b. Students will be required to complete a minimum of 30 credits at UW-Madison for a bachelor's degree.
- c. Students must earn a minimum 2.0 GPA at UW-Madison to graduate with an Online BBA degree.

4. Program Management and Reporting

- a. Each institution will:
 - i. Assess student progress and experiences to inform modification and/or improvement of the agreement.
 - ii. Exchange information that may be helpful in advising students and pertinent to the academic success of participating students.
 - iii. Provide timely information about significant changes in the program of study that relate to the preparation of participating students.

5. Termination/Modification

- a. This Agreement is subject to change or modification by mutual written consent.
- b. This Agreement may be modified by UW-Madison, in consultation with Waukesha County Technical College, as may be necessary to bring it within the purview of and in accordance with the directives of the Provost of UW-Madison, the Statutes governing UW-Madison, or the policies of the Board of Regents of the University of Wisconsin System.
- c. Both UW-Madison and Waukesha County Technical College agree to review this Agreement every three years to assess continued mutual benefit of this Agreement.

- d. This Agreement may be terminated by either party upon 1-year written notice to the other party. It is understood and agreed that any student already admitted to Waukesha County Technical College Associate of Applied Science degree program will be allowed to complete the program notwithstanding the termination provision, so long as the student remains in good academic standing and is making measured progress toward completion of a degree program. Notice of change or termination should be sent to WCTC, UW-Madison's Office of Admission and Dean's office in the School of Business.

Signatures of Responsible Authorities at the Cooperating Institutions

University of Wisconsin-Madison



Dr. Vallabh "Samba" Sambamurthy
Albert O. Nicholas Dean
Wisconsin School of Business

Oct 1, 2024

Date



Dr. Charles Lee Isbell, Jr.
Interim Provost and Vice Chancellor for Academic Affairs

11/6/2024

Date

Waukesha County Technical College

Signed by:



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Andrea Wolf, MAE
Dean – School of Business

9/26/2024

Date

DocuSigned by:



14A1072F134E489...
Brad Piazza, Ph.D.
Vice President-Academic Affairs

9/27/2024

Date

APPENDIX:

This document is not part of the official transfer agreement and is only a sample, subject to change to or error and not binding.

**Waukesha County Technical College Marketing Associate of Applied Science
to UW-Madison Online Bachelor of Business Administration – Marketing**

This transfer pathway serves as a sample mapping tool for students and is based upon current transfer equivalencies and current program requirements as outlined in the 2024/2025 Academic Catalog. While this pathway has been created to assist you with your potential course options prior to transfer, it is not part of the official transfer agreement and is subject to change or error and not binding. It is strongly recommended that you continue to work with your advisor during the transfer process.

Transfer Guide Highlights:

- A minimum of 57 credits taken at Waukesha County Technical college will transfer to UW-Madison If a student transfers in course work from another institution to fulfill requirements within the AAS, it will be evaluated from the institution where it was completed and not how it transferred to Waukesha County Technical College.
- As few as 71 credits are needed to complete this degree at UW-Madison.
- **Completion of 804-195 College Algebra or equivalent that transfers as MATH 112 or higher math to UW-Madison is required prior to transfer.**
- This pathway is exclusively to transfer into the UW-Madison Online BBA major. Online Students are not eligible to transfer into any on-campus majors.

WCTC			UW-Madison Online		
Course No.	Course Title	Credits	Course No.	Course Title	Credits
801-223	English Composition 2	3	<i>Communication A</i>	ENGLISH Elective	3
801-196	Oral/Interpersonal Communication	3	<i>Humanities</i>	COMARTS ELECTIVE	3
809-196	Intro to Sociology	3	<i>Social Science</i>	SOCSCI ELECTIVE	3
809-143	Microeconomics	3	<i>Pre-Business</i> ECON 101	Principles-Microeconomics	3
804-198	Intro to Psychology	3	<i>Pre-Business</i> PSYCH 202	Intro to Psychology	3
804-195	Required completion of 804-195 College Algebra or equivalent that transfers as MATH 112 or higher math to UW-Madison prior to transfer. College Algebra	3	<i>Quantitative A</i> <i>Business</i> <i>Preparatory</i> MATH 112	Algebra	3
104-102	Marketing Principles	3	<i>Core Business</i> MARKETING 300	Marketing Management	3
101-105	Accounting Fundamentals	3		Elective	3
102-101	Business Professionalism	1		Elective	1
104-104	Sales Principles	3		Elective	3
104-113	Digital Marketing	3		Elective	3
104-114	Social Media Promotion	2		Elective	2

104-125	Advertising	3		Elective	3
104-157	Marketing Management	3		Elective	3
104-165	Marketing Public Relations	3		Elective	3
104-167	Experiential Marketing	3		Elective	3
104-173	Marketing Research	3		Elective	3
138-155	Global Marketing	3		Elective	3
196-125	Management of Customer Service	3		Elective	3
196-140	Managing People	3		Elective	3
106-163	Microsoft Excel	1		Elective	1
106-162	Microsoft Word	1		Not transferable	0
104-111	Technology Tools for Marketing	3		Not transferable	0
152-105	Intro to Web Development	2		Not transferable	0
Minimum credits earned at WCTC		63	Minimum credits accepted at UW-Madison		57

**Additional coursework that can be completed prior to transferring to UW-Madison Online
Recommend completing general education requirements still needed prior to transfer
(transfer up to 72 credits to UW-Madison Online)**

801-204	Introduction to Literature	3	<i>Literature</i>	ENGL Elective	3
Ethnic Studies	(check Transferology or work with advisor to choose course that transfers as Ethnic Studies at UW-Madison)	3	<i>Ethnic Studies</i>	TBD	3
Science	(check Transferology or work with advisor to choose course that transfers as Science at UW-Madison)	6	<i>Science</i>	TBD	6
809-166	Intro to Ethics: Theory & App	3	<i>Ethics</i> PHILOS 241	Introductory Ethics	3
182-101	Principles of Supply Chain Mgmt	3	<i>Additional Breadth</i> MKTG/OTM 421	Fundamentals of Supply Chain Mgmt	3
138-150	Global Business Fundamentals	3	<i>Additional Breadth</i> INTL BUS 200	International Business	3

**Remaining coursework to be completed for UW-Madison Online Bachelor of Business Administration –
Marketing**

	GEN ED-Literature (may not be needed if taken as elective at WCTC)	3
	GEN ED-Science (Select 6 credits designated Biological, Natural or Physical Science) (may not be needed if taken as elective at WCTC)	6
	GEN ED – Ethics (may not be needed if taken as elective at WCTC)	3
	GEN ED – Ethnic Studies (may not be needed if taken as elective at WCTC)	3
GEN BUS 110	Personal & Professional Foundations in Business	1
GEN BUS 106	Skills for Business Analysis	1
GEN BUS 206	Beginning Data Analysis for Business	3
GEN BUS 207	Intermediate Data Analysis for Business	3
OGEN BUS 360	Workplace Writing and Communication	3

ECON 102	Principles-Macroeconomics	3-4
ACCT IS 100	Financial Accounting	3
ACCT IS 211	Managerial Accounting	3
GEN BUS 301	Business Law	3
	Additional Breadth (may not be needed if taken as elective at WCTC)	3
	Additional Breadth (may not be needed if taken as elective at WCTC)	3
FINANCE 300	Introduction to Finance	3
M H R 300	Managing Organizations	3
OTM 300	Operations Management	3
Marketing Courses		
MARKETING 305	Consumer Behavior	3
MARKETING 310	Marketing Research	3
MARKETING 355	Marketing in the Digital Age	3
MARKETING 421	Fundamentals of Supply Chain Management	3
MARKETING 430	Strategic Pricing	3
MARKETING 460	Marketing Strategy	3
Minimum credits needed to complete for Marketing		71
UW-Madison Online BBA - Marketing minimum credits required		120

NOTE: This pathway is exclusively to transfer into the UW-Madison Online BBA major. Online Students are not eligible to transfer into any on-campus majors.

2024/2025 Academic Year

Transfer Credit Policy: <https://registrar.wisc.edu/transfer-your-credit-to-uw-madison/>

Students must take at least 30 credits in residence at UW-Madison Online to be awarded a degree.

Transfer Agreement - WCTC AAS-Marketing to UW-Madison BBA Marketing

Final Audit Report

2024-10-01

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