



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 <sup>1</sup>	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

<sup>1</sup> 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.



**WAUKESHA**  
COUNTY TECHNICAL  
**COLLEGE**

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)



**MARQUETTE**  
**UNIVERSITY**

*Be The Difference.*

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