

DEGREE MAP FOR TRANSFER STUDENTS



Associate of Applied
Science in

Marketing—Business to Business

to:



Bachelor of
Science in

Accounting, MIS, or Business Management
with Concentrations in Finance, General Business,
Human Resources, and Marketing

step 1:

- **Complete** your Gateway application for admission.
- **Meet** with your academic advisor to discuss your placement test scores and your plan for completion and transfer. Call 800-247-7122 for an appointment.
- **Contact** a transfer advisor at UW–Parkside at 262-595-2300.

step 2:

Complete your Gateway coursework and check it off your list.

R: Course has requisites (see WebAdvisor)

*****: Fulfills a UW–P requirement

C: Grade of C required for transfer to fulfill UW–P requirement (see note on reverse side)

Notes: Recommended courses for transfer may exceed total required credits for Gateway degree

Additional precollege courses may be required based on your placement test scores

| √ | Semester One | | | | | Credits |
|---|----------------|---|---|---|---|---------|
| | 104-101 | Marketing Principles | | | | 3 |
| | 102-160 | Business Law | | * | C | 3 |
| | 104-104 | Selling Principles | | * | | 3 |
| | 103-143 | Computers for Professionals | R | | | 3 |
| | 801-136 | English Composition 1 | R | * | | 3 |
| | 801-198 | Speech | R | * | C | 3 |
| √ | Semester Two | | | | | Credits |
| | 104-161 | Selling Principles, Advanced | R | * | | 3 |
| | 104-170 | Business Purchasing | | | | 3 |
| | 804-115 | College Technical Math 1 | R | * | C | 5 |
| | 809-198 | Psychology, Introduction to | R | * | | 3 |
| | 103-103 | Microsoft Excel II | | | | 1 |
| | 806-112 | Principles of Sustainability (elective) | | * | | 3 |
| √ | Semester Three | | | | | Credits |
| | 104-126 | Business Marketing 1 | R | | | 3 |
| | 104-173 | Marketing Research | R | * | | 3 |
| | 104-194 | International Marketing | R | | | 3 |
| | 801-197 | Technical Reporting | R | * | C | 3 |
| | 809-172 | Intro to Diversity Studies | | * | | 3 |
| | 809-143 | Microeconomics (elective) | R | * | | 3 |
| √ | Semester Four | | | | | Credits |
| | 101-114 | Accounting Principles | | * | | 4 |
| | 104-105 | Promotion Principles | | * | | 3 |
| | 104-115 | Marketing Capstone/Internship | R | | | 3 |
| | 104-116 | Electronic Marketing/Social Media | R | * | | 3 |
| | 104-172 | Marketing Management | R | * | | 3 |
| | 809-144 | Macroeconomics | R | * | | 3 |

step 3:

- **Review** your Degree Audit in WebAdvisor to confirm completion of your degree
- **Apply** for Gateway graduation to receive your associate degree.
- **Apply** for admission to UW–Parkside as a transfer student (www.uwp.edu/admissions/transfer.cfm)
- **Contact** your Parkside academic advisor, Trudy Biehn, at 262-595-2449.
- **Enter** as a junior and complete your Bachelor of Science degree!

(See reverse side for Parkside degree completion information)

UW-PARKSIDE DEGREE COMPLETION REQUIREMENTS

| UW-Parkside Degree Requirements | Gateway courses | Credits Completed at Gateway that count toward degree | Credits to be completed at UW-P | Course/Credit Requirements to be completed at UW-P |
|---|--|---|---|---|
| Humanities and the Arts: 12 credits (HU) | 801-198 Speech | 3 | 9 | 9 additional Credits in General Education: Humanities and Arts |
| Social and Behavioral Science: 12 credits (SB) | 809-143 Microeconomics 809-144 Macroeconomics 809-172 Intro to Diversity Studies 809-198 Intro to Psychology | 12 | 0 | None |
| Natural Science: 12 credits (NS) | 806-112 Principles of Sustainability | 3 | 9 | 9 additional credits in General Education: Natural Science |
| Ethnic Diversity requirement: 3 credits | 809-172 Intro to Diversity Studies | (part of Social and Behavioral Science) | 0 | None (completed by 809-172) |
| English Skill Requirement: ENGL 101 | 801-136 English Composition 1 | 3 | 0 | None |
| Math Skill Requirement: MATH 112 | 804-115 College Technical Math 1 | 5 | 0 | None |
| Foreign Language or other electives | | | 6-8 | 0-8 Foreign Language Requirement or other electives |
| Information Literacy | | | 0 | On-line Tutorial |
| Electives | 104-104 Selling Principles 104-161 Selling Principles Advanced 104-173 Marketing Research 104-116 Electronic marketing Social Media 104-172 Marketing Management 104-105 Promotion Principles | 18 | 0 | |
| Lower Level Business Management | | 24** - 14* = 10 | 9 | See UW-P Guide sheets for concentration requirements. Visit www.uwp.edu keyword: <i>business</i> |
| Majors in: • Accounting • Management Info Systems • Business Management with concentrations in: - Finance - General Business - Human Resources - Marketing | | | 42 or 42 or 33 or 36 or 33 or 36 | See UW-P Guide sheets for concentration requirements. Visit www.uwp.edu keyword: <i>business</i> |
| Totals | | Approx. 54 | 66-69 Additional credits that may not include foreign language required at UW-Parkside | |

24** includes the following credits transferring in from Gateway:

Math (5 cr), Microeconomics (3 cr), Macroeconomics (3 cr), Accounting (4 cr), Business Law (3 cr), Speech (3 cr), Tech Writing (3 cr).

14* includes courses that have already been counted in credit totals (via Math and General Education courses) completed at Gateway:

Math (5 cr), Microeconomics (3 cr), Macroeconomics (3 cr), Speech (3 cr).

Total Credits and GPA Graduation Requirements

A total of 120 credits will be required to graduate with a minimum overall GPA requirement of 2.00. The Accounting, MIS, and Business Management Majors require a C or better in all lower level foundation and preparation courses; an overall GPA of 2.5 in upper level (300-400) foundation and concentration courses is also required.