

# DEGREE MAP FOR TRANSFER STUDENTS



Associate of Applied  
Science in

**Marketing—Communications**

**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
	204-100	Design Concepts				4
	204-105	Computer Illustration & Drawing Tech				3
	204-107	Digital Photography, Intro to				3
	801-136	English Composition 1	R	*		3
✓	Semester Two					Credits
	104-104	Selling Principles		*		3
	104-105	Promotion Principles		*		3
	204-116	Web Page design for Graphic Designers	R			3
	204-126	Design & Publishing	R	*		3
	804-115	College Technical Math 1	R	*	C	5
	809-172	Intro to Diversity Studies		*		3
✓	Semester Three					Credits
	104-118	Advanced Promotion	R	*		3
	104-161	Selling Principles, Advanced	R	*		3
	204-109	Graphic Design Prof. Practices OR	R			
	102-138	BIZ Internship	R			3
	801-197	Technical Reporting	R	*	C	3
	809-198	Psychology, Introduction to	R	*		3
	809-143	Microeconomics (elective)	R	*	C	3
✓	Semester Four					Credits
	104-115	Marketing Capstone/Internship	R			3
	104-116	Electronic Marketing/Social Media	R	*		3
	204-120	Multimedia Survey				3
	801-198	Speech	R	*	C	3
	809-144	Macroeconomics	R	*	C	3
	806-112	Principles of Sustainability (elective)		*		3
Additional Transferable Courses Not Required for Program						Credits
	102-160	Business Law		*	C	3
	101-114	Accounting Principles		*	C	4

## 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](http://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			3–8	3–8 Foreign Language Requirement or other electives
Information Literacy			0	On-line Tutorial
Elective	204-126 Design and Publishing	3		= ART 104 and will be counted as articulated elective
Electives	104-101 Marketing Principles 104-104 Selling Principles 104-105 Promotion Principles 104-116 Elec Marketing/Social Media 104-118 Advanced Promotion 104-161 Selling Principles Advanced	18	0	
Lower Level Business Management		24** – 14* = 10	9	See UW-P Guide sheets for concentration requirements. Visit <a href="http://www.uwp.edu">www.uwp.edu</a> 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 <a href="http://www.uwp.edu">www.uwp.edu</a> keyword: <i>business</i>
<b>Totals</b>		<b>Approx. 57</b>	<b>63–69 Additional credits that may not include foreign language required at UW-Parkside</b>	

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.