

DEGREE MAP FOR TRANSFER STUDENTS



Associate of Applied
Science in

Marketing—Communications (10-104-3D)



PARKSIDE

Bachelor of
Science in

**Accounting, Marketing, MIS,
or Business Management**

with Concentrations in Finance, General Business,
and Human Resources

- 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 UWP requirement

C: Grade of C required for transfer to fulfill UWP 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
	204-105	Computer Illustration & Drawing Tech				3
	204-107	Digital Photography, Intro to				3
	801-136	English Composition 1	R	*	C	3
	809-172	Intro to Diversity Studies	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
	204-140	Design Publishing & Prepress		*		4
	804-115	College Technical Math 1	R	*	C	5
✓	Semester Three					Credits
	104-173	Marketing Research	R	*		3
	204-109	Graphic Design Prof. Practices	R			3
		OR				
	102-138	BIZ Internship	R			3
	104-126	Business Marketing 1	R	*		3
	809-198	Psychology, Introduction to	R	*		3
✓	Semester Four					Credits
	104-172	Marketing Management	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)	R	*		3
Additional Transferable Courses Not Required for Program						Credits
	102-160	Business Law		*	C	3
	801-197	Technical Reporting	R	*	C	3
	804-189	Statistics	R	*	C	3
	809-143	Microeconomics	R	*	C	3
	809-166	Ethics: Theory & Applications, Intro to	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 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 809-166 Ethics: Theory & Applications, Intro to	3 3	6	6 additional Credits in General Education: Humanities and the Arts
Social and Behavioral Sciences: 12 credits (SB)	809-143 Microeconomics 809-144 Macroeconomics 809-172 Intro to Diversity Studies 809-198 Intro to Psychology	12	0	None
Natural Sciences: 12 credits (NS)	806-112 Principles of Sustainability	3	9	9 additional credits in General Education: Natural Sciences
Ethnic Diversity requirement: 3 credits	809-172 Intro to Diversity Studies	(part of Social and Behavioral Sciences)	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			0–8	0–8 Foreign Language Requirement***
General Electives		21	3	
Lower Level Business Management		24** – 14* = 10	9	See UWP Guide sheets for concentration requirements. Visit www.uwp.edu keyword: <i>business</i>
Majors in: • Accounting • Marketing • Management Info Systems • Business Management with concentrations in: – Finance – General Business – Human Resources			42 or 36 or 42 or 33 or 36 or 33 or	See UWP Guide sheets for concentration requirements. Visit www.uwp.edu keyword: <i>business</i>
Totals		Approx. 60	60–69 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), Business Law (3 cr), Speech (3 cr), Technical Reporting (3 cr), Statistics (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).

***Please see UW-Parkside foreign language requirements.

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.