ARTICULATION AGREEMENT
BETWEEN
UNIVERSITY OF WISCONSIN-STOUT
AND
GATEWAY TECHNICAL COLLEGE

This Agreement is entered into between **Gateway Technical College** (hereinafter sending institution), and the **University of Wisconsin-Stout, Menomonie, WI** (hereinafter receiving institution). This Agreement and any amendments and supplements shall be interpreted pursuant to the guidelines set forth in the University of Wisconsin System Administrative Policy 140 (formerly Academic Information Series (ACIS) policy 6.2) Guidelines for Articulation Agreements between UW System Institutions and WTCS Districts as well as UW System Administrative Policy 135 (formerly ACIS 6.0) Undergraduate Transfer Policy. Both institutions agree to maintain accreditation by the Higher Learning Commission of the North Central Association of Colleges and Schools and any other accreditation currently in existence pertaining to degree programs articulated via the transfer agreement.

The sending institution has established an **A.A.S. Marketing** (hereinafter sending program), and the receiving institution has established a **B.S. Digital Marketing Technology** (hereinafter receiving program) and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

I. **Admission and Graduation Requirements**
    A. The receiving institution's admission and program admission requirements apply to both direct entry students and to students who transfer under this agreement.
    B. Students must fulfill the graduation requirements at both institutions to include:
        1. General Education, Racial & Ethnic Studies, and Global Perspective requirements.
        2. Students at UW-Stout will be required to complete a minimum of 32 credits in residence for a bachelor's degree at UW-Stout.
    C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.

II. **Transfer of Credits**
    A. The receiving institution will apply 57 of the 62 credits from the sending program. A total of 64 credits remain to complete the receiving program.
    B. Courses will transfer as described in the attached Program Articulation Table.
    C. Elective courses taken or substituted at the sending institution and sending program not listed in this agreement will be reviewed on a case-by-case basis and determined how they may apply to the degree at the receiving institution.

III. **Implementation and Review**
    A. The Provost, Dean, Program Director, or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements, assuring compliance with system policy, procedure and guidelines, and conducting a periodic review of this agreement.
    B. This Articulation Agreement is effective on 03/01/2024 and shall remain in effect until the end date of 03/01/2029 or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.

C. The college and university shall work with students to resolve the transfer of courses should changes to either program occur while the agreement is in effect.

D. This Articulation Agreement will be reviewed by both parties beginning 09/01/2028 (within six months of the end date).

E. When a student enrolls at the receiving institution following this agreement, the receiving institution will encode any course waivers and substitutions.

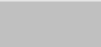F. This articulation agreement applies only to the receiving program in effect Fall 2024 until revised.

PROGRAM ARTICULATION TABLE

	Gateway Technical College	University of Wisconsin-Stout
Program name	Marketing	Digital Marketing Technology
Award Type (e.g., AAS)	A.A.S.	B.S.
Credit Length	62 credits	120 credits
Program admission requirements (if any)		Minimum Cumulative 2.0 GPA required

SECTION A - General Education

Gateway Technical College			University of Wisconsin Stout						
Course Prefix & Number	Course Name	Credits	Course Prefix & Number	Course Name	GE	RES GLP	Credits Applied	Credits NOT Applied	Equiv Sub Wav
General Education									
801-136	English Composition 1	3	*ENGL 101	Composition 1	COMSK		3		Equiv
801-196 Or 801-198	Oral/Interpersonal Communication Or Speech	3	COMST-100	Fundamentals of Speech	COMSK		3		Equiv
804-135	Quantitative Reasoning	3	MATH-GXX	Mathematics Stout Core	GE SEL		3		Equiv
809-198	Intro to Psychology	3	PSYC-110	Intro to Psychology	SBSC		3		Equiv
809-172	Intro to Diversity Studies	3	SOC-GAX	Sociology Stout Core	SBSC	RES	3		Equiv
809-143	Microeconomics	3	ECON-215	Principles of Micro	GE SEL	GLP	3		Equiv
General Education Total		**18**	**Section A Subtotal**				**18**	**0**	

Special Notes, if any:
*A grade of C- or better is required to move on to ENGL 102 Composition 2.

SECTION B – Major, Concentration, Emphasis, Electives, or Other

104-101	Marketing Principles	3	BUMKG-330	Principles of Marketing			3		Equiv
104-194	International Marketing	3	BUINB-260	International Business			3		Sub
104-173	Marketing Research	3	BUMKG-479	Marketing Research			3		Sub
104-137	Digital Marketing	3	BUMKG-350	Digital Marketing Strategy & Practice			3		Equiv
~101-114	Accounting Principles	4	BUACT-206 And BUACT-XXX	Intro to Financial Accounting And Accounting Elective			3	1	Equiv
104-115	Marketing Capstone/Internship	3	DMT-XXX	Digital Marketing Technology Elective			3		Equiv
104-172	Marketing Management	3	INMGT-365	Project Management			3		Sub
				Electives (18 credits)					
104-104	Selling Principles	3	BUMKG-XXX	Business Marketing Elective			3		Equiv
104-133	Social Media Strategies	3	BUMKG-XXX	Business Marketing Elective			3		Equiv
104-105	Promotion Principles	3	BUMKG-XXX	Business Marketing Elective			3		Equiv
102-137 Or 102-160	Intro to Business Or Business Law	3	BUMGT-XXX Or BULGL-318	Business Management Elective Or Business Law 1			3		Equiv Sub
104-109	Intro to Marketing Sports & Events	3	BUMKG-XXX	Business Marketing Elective			3		Equiv

145-119	Entrepreneurship **Recommended elective for Gateway Technical College based on DMT curriculum at UW-Stout.**	3	BUMGT-XXX	Business Management Elective	3		Equiv
890-155	Gateway to Success	1		Not applicable to UW-Stout's program requirements. See Section E for credit awarded (if applicable).			
103-143	Computers for Professionals	3					
Major, Emphasis, Unrestricted Electives		**44**		**Section B Subtotal**	**39**	**5**	
				Total College Credits Applied (sum of sections A and B)	**57**	**5**	

Special Notes, if any:

SECTION C - Remaining University of Wisconsin-Stout Requirements

		General Education		
		ENGL-102	Composition 2	3
		MATH-118	Concepts of Mathematics	4
		STAT-130	Elementary Statistics	3
			Natural Science with Lab	4
			Arts and Humanities Stout Core	6
			Social Responsibility and Ethical Reasoning Stout Core	3
			Remaining General Education Subtotal	**23**
		Major Studies		
		CS-141	Intro to Programming	3
		DMT-101	Intro to Digital Marketing Technology	1
		DMT-275	Web Production and Distribution	3
		DMT-311	Information and Communication Technologies Analysis	3
		DMT-449	Cooperative Education Experience	1
		DMT-475	Dynamic Web Technologies	3
		DMT-485	Search Engine Optimization	3
		DMT-300 **Or** DMT-400	Special Topics in Digital Marketing Technology	3
		GCOM-141	Graphic Communications	3
		ICT-215	Cybertechnology Ethics	3
		ICT-305	Information Systems for Enterprise	3
		ICT-255	Basic Data Concepts	3
		ICT-355	ICT Systems Analysis and Design	3
		ICT-405	Enterprise Technology Seminar	3
		BUMKG-370 ICT-401 INMGT-400	**Choose one of the classes below:** Integrated Marketing Communications Information Technology Policy and Audit Organizational Leadership	3
			Remaining Major Studies Subtotal	**41**
			Total Remaining UW-Stout Credits	**64**

Special Notes, if any:

SECTION D - Summary of Total Program Credits

Gateway Technical College Credits		University of Wisconsin-Stout Requirements	
General Education	18		
Major, Concentration Emphasis, Electives or Other	44		
Total College Credits	62	**Total College Credits Applied**	57
		Remaining credit to be taken at University of Wisconsin-Stout	64
		Total Program Credits	121

Special Notes, if any:

UW-Stout/Gateway Technical College

SIGNATURE BLOCKS

Gateway Technical College	Name	Signature	Date
Executive Vice President of Academic Affairs	Dr. Matt Janisin	*Matthew E. Janisin*	2/26/24
Dean of Business and Workforce Solutions	Steven McNaughton	*(signature)*	2/26/24
University of Wisconsin-Stout	Name	Signature	Date
Program Director	Pam Vaver	**Pam Vaver 02/26/2024**	
Dean	Dan Freedman	**Dan Freedman**	**02/27/2024**
Provost	Glendalí Rodriguez	**Glendali Rodriguez**	**02/27/2024**

Agreement contact Persons:
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Gateway Technical College:
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