

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 (UW-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, Guidelines for Articulation Agreements between UW System Institutions and WTCS Districts as well as Administrative Policy 135 Undergraduate Transfer Policy. Both institutions agree to maintain accreditation by the Higher Learning Commission 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. Marketing & Business Education – Business Education License, Marketing Education License, Dual-License** (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. A minimum of 32 semester credits must be earned from UW-Stout to receive a degree from UW-Stout.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.
- D. A minimum of 2.75 cumulative GPA on transferable work is desired for Education majors.
- E. Admission to UW-Stout does NOT guarantee admission to the professional program in the UW-Stout School of Education. Acceptance into the UW-Stout professional program is based upon academic and non-academic criteria determined by the School of Education. To be admitted to the professional program, the student must have met the following Benchmark I Performance Based Assessment Requirements:
 - 1. Completed 30 semester credit hours at an accredited college (6 credits earned at UW-Stout)
 - 2. Earned a minimum cumulative GPA of 2.75 at UW-Stout
 - 3. Passed the National Background check - *Good for 3 years.*
 - 4. Completed "C" or better in ENGL-101, ENGL-102, COMST-100.

5. Completed/enrolled in intro to the major course ("C" or better).
6. Completed/enrolled in EDUC-326 Foundations of Education ("C" or better)
7. Satisfactory completion of Benchmark I:
 - Satisfactorily completed Philosophy of Education portfolio*
 - Satisfactorily completed resume for portfolio*
 - Satisfactory rating on Disposition Assessment by Faculty*
 - Satisfactorily completed artifacts and reflection evidences for electronic portfolio*

* To be completed in required course.

II. Transfer of Credits

- A. The receiving institution will apply 33-42 of the 61 credits from the sending program. A total of 82-96 credits remain to complete the receiving program. The range of applied and remaining credits are due to the student's choice of licensure. See table below for more details.
- B. Courses will transfer as described in the attached Program Articulation Table.
- C. Courses are specifically identified in the Program Articulation Table requiring specific grades or higher that may be used towards the degree program. Grades received less than the required grade must be repeated if student is admitted into the program based on overall admission requirements.
- D. 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. The University of Wisconsin-Stout and Gateway Technical College will provide academic advising to Gateway Technical College learners inquiring about UW-Stout's programs. Learners may be connected with a UW-Stout adviser prior to transfer. UW-Stout and Gateway Technical College will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. Gateway Technical College will assist UW-Stout in arranging recruitment events on its campuses.
- C. Any marketing of this agreement will be subject to the prior approval of both parties and will adhere to each institution's standards for the use of its name and logo. Each institution will assume responsibility for appropriate marketing to reach its student population. Each institution may provide a link to this agreement and/or the other institution on its website, with notice to the other party.
- D. Both parties agree that failure to maintain regional accreditation will be grounds for termination of the agreement. Failure to maintain accreditation required by the specific academic program(s) referenced in this agreement will be grounds for exclusion of that program from the agreement.
- E. Gateway desires to track the articulation agreements by its students. If possible, receiving institution will send Gateway the total number of credits transferred from

- Gateway annually or other data that can be conveniently produced. This data needs to be requested by Gateway on an annual basis with ample lead time by UW-Stout to produce the data with a requested due date that the data is needed by Gateway.
- F. This Articulation Agreement is an update of the previous agreement and is effective on 06/01/2023 and shall remain in effect until the end date of 06/01/2028 or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.
 - G. 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.
 - H. This Articulation Agreement will be reviewed by both parties no later than 01/01/2028 (within six months of the end date) but will also be considered on a yearly basis upon updates to the undergraduate catalog at UW-Stout. Both Gateway Technical College and UW-Stout agree to notify each other of any curricular changes in a timely manner.
 - I. When a student enrolls at the receiving institution following this agreement, the receiving institution will encode any course waivers and substitutions.
 - J. This articulation agreement applies only to the receiving program in effect Fall 2023 until revised.

PROGRAM ARTICULATION TABLE

	College (sending)	University (receiving)
Program name	Marketing	Marketing & Business Education - Business Education Licensure (BE) Marketing Education Licensure (ME) Marketing & Business Education Dual Licensure (DL)
Award Type (e.g., AAS)	A.A.S.	B.S.
Credit Length	61	122-138
Admission requirements (if any)		Minimum Cumulative 2.75 GPA required

SECTION A - General Education

College (sending)			University (receiving)						
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	Oral/Interpersonal Communication	3	COMST 100	Fundamentals of Speech	COMSK		3		Equiv
801-198	Speech								
804-135	Quantitative Reasoning	3	MATH GXX	Math Electives	ARNS		3		Equiv
809-143	Microeconomics	3	ECON 215	Prin of Microecon	GE Sel	GLP	3		Equiv
809-172	Intro to Diversity Studies	3	SOC GAGS	Sociology Elective	GE Sel	RES		3	Equiv
809-198	Intro to Psychology	3	PSYC 110	Intro to Psychology	SBSC		3		Equiv
General Education Total		18	Section A Subtotal				15	3	

Special Notes, if any:

*A grade of C- or better is required to move on to ENGL 102 Composition 2.

MBE, CTE, EDUC, ENGL, SPED, COMST, RDGED Designated Courses require a "c" or better to count for the program.

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

									Licensure
				Technical Education					
101-112 101-114	Accounting for Business OR ~Accounting Principles	4	BUACT XXX BUACT 206 BUACT XXX	Accounting Electives ~Prin of Financial Accounting & Accounting Electives		3	1		BE/ME/DL
104-101	Marketing Principles	3	BUMKG 330	Principles of Marketing		3			BE/ME/DL
102-137 102-160	Introduction to Business OR ~Business Law	3	BUMGT XXX BULGL 318	Business Management Electives ~Business Law I		3			BE/ME/DL
104-104	Selling Principles	3	BUMKG 334	Prof Selling & Market Dev		3	(3-BE)		ME/DL
104-105	Promotion Principles	3	BUMKG 370	Integrated Mktg Communications		3	(3-BE)		ME/DL
104-173	Marketing Research	3	BUMKG 479	Marketing Research		3	(3-BE)		ME/DL
104-194	International Marketing	3	BUINB 485	International Marketing		3			BE/ME/DL
104-127 105-106 145-119 204-105	Elective Course Retailing ~Business Communications Entrepreneurship Computer Illus & Drawing Tech	3	BURTL XXX ~ENGL 320 BUMGT XXX DES XXX	Business Retail Electives Prof & Technical Communication Business Management Electives Design Electives		3			BE/ME/DL
103-143	Computers for Professionals	3	ICT XXX	ICT Electives		3	(3-ME)		BE/DL
104-109	Intro to Marketing/Sports & Event	3	<i>This section is comprised of classes that will transfer from the sending institution but are not applicable to the UW-Stout degree.</i>				3		
104-115	Marketing Capstone/Internship	3					3		
104-133	Social Media Strategies	3					3		
104-137	Digital Marketing	3					3		
104-172	Marketing Management	3					3		
890-155	Gateway to Success	1					1		
Major Studies		44	Section B Subtotal			18 BE 24 ME 27 DL	26 BE 20 ME 17 DL		
Total College Credits Applied (sum of sections A and B)						33 BE 39 ME 42 DL	29 BE 23 ME 20 DL		

Special Notes, if any:**MBE, CTE, EDUC, ENGL, SPED, COMST, RDGED Designated Courses require a "c" or better to count for the program.**

~ Recommended course as it transfer directly to UW-Stout program.


SECTION C - Remaining University (receiving) Requirements

Special Notes, if any:			*RES/GLP		BE/ME/DL	
		General Education				
	ENGL 102	Composition 2		3		
	STAT 130	Elementary Statistics OR		3		
	STAT 320	Statistical Methods				
		Natural Science with Lab		4		
		Arts and Humanities		6		
	ICT 103	Information Comm Technologies		3		
	ECON 210	Prin of Macroeconomics	GLP	3		
	EDUC 330	Multiculturalism	RES	3		
		General Education Subtotal			25	
		Professional Education				
	CTE 302	Prin of Career & Technical Education			2	ME/DL
	CTE 360	Coordination of Work-Based Learning (WBL) Programs			3	ME/DL
	CTE 440	Instructional Evaluation in Career & Technical Education			2	BE/ME/DL
	EDUC 326	Foundations of Education			2	BE/ME/DL
	EDUC 303	Educational Psychology			3	BE/ME/DL
	MBE 101	Intro to Marketing & Business Educ			3	BE/ME/DL
	MBE 202	Supervision of MBE Career & Technical Student Organizations			3	BE/ME/DL
	MBE 301	Marketing & Business Ed Methods			3	BE/ME/DL
	MBE 312	Pre-Student Teaching			1	BE/ME/DL
	MBE 355	Marketing & Business Seminar			3	BE/ME/DL
	MBE 401	Marketing Education Curriculum			2	ME/DL
	MBE 409	Marketing Ed – Student Teaching			16 8	ME DL
	MBE 411	Business Educ Methods & Curriculum			5	BE/DL
	MBE 419	Business Education Student Teaching			16 8	BE DL
	RDGED 382	Content Area Reading			2	BE/ME/DL
	SPED 430	Inclusion of Students with Exceptional Need			3	BE/ME/DL
		Professional Studies Subtotal			46-BE 48-ME 53-DL	
		Technical Education				
	BUACT 207	Introduction-Corporate & Managerial Accounting			3	BE/ME/DL
	BUMGT 304	Principles of Management			3	BE/ME/DL
	FCSE 380	Consumer Economics			3	BE/DL
	BUMGT 480	Entrepreneurship: Small Business Plng			3	BE/ME/DL
		Information Technology Courses			6	BE/DL
		Technical Education Subtotal			18-BE 9-ME 18-DL	
	Total Remaining UW-Stout Credits				89 – BE 82 – ME 96 – DL	

SECTION D - Summary of Total Program Credits				
College (sending) Credits		University (receiving) Requirements		
General Education	18			
Major Studies	44			
Total College Credits	62	Total College Credits Applied	33 - BE 39 - ME 42 - DL	
		Remaining credit to be taken at University (receiving) Institution	89 – BE 82 – ME 96 - DL	
		Total Program Credits	122 - BE 121 - ME 138 - DL	
Special Notes, if any:				

SECTION E – Sending Institution courses transferable, but not applicable to Receiving Institution program requirements AND Sending Institution courses not transferable.					
104-109	Intro to Marketing/Sports & Event	3	BUMKG XXX	Business Marketing Electives	3
104-115	Marketing Capstone/Internship	3	BUMKG XXX	Business Marketing Electives	3
104-133	Social Media Strategies	3	BUMKG 391	Prin of Social Media Marketing Mgmt	3
104-137	Digital Marketing	3	BUMKG 350	Digital Marketing Strategy & Practices	3
104-172	Marketing Management	3	BUMKG 436	Marketing Management	3
890-155	Gateway to Success	1		Not Transferable	
Total (Sending College) Credits not applicable to Receiving Institution requirements		16			
Special Notes, if any:					

SIGNATURE BLOCK

Gateway Technical College	Name	Signature	Date
Provost	Dr. John Thibodeau		6/6/23
University of Wisconsin-Stout	Name	Signature	Date
Program Director	Dr. Debbie Stanislawski	Debbie Stanislawski	06/09/2023
Dean	Dr. Maria Alm	Maria Alm	06/12/2023
Provost	Glendalí Rodriguez	Glendali Rodriguez	06/13/2023

Agreement contact Persons:

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