

WCTC Program:	Marketing Associate of Applied Science Degree	CU Inc. Program:	Bachelor of Arts in Marketing
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The following evaluation is based upon requirements for completion of a bachelor's degree.

	CU Inc. Requirements	WCTC Completed	Needed
Major Curriculum	51 Credits	27 Credits	24 Credits
Core Requirements	30 Credits	15 Credits	15 Credits
Electives	39 Credits	22 Credits	17 Credits
TOTAL	120 Credits	64 Credits	56 Credits

MAJOR CURRICULUM – 51 CREDITS

WCTC Course	CU Inc. Course	Course Name	Credits	WCTC Credits Earned
101-105	ACCT 205	Accounting & Finance for Business Professionals	3	3
	Bus 161 OR BUS 162	Business Essentials or Quantitative Business Essentials	3	
	Bus 210	Business Law	3	
	BUS 355	Management Information Systems	3	
	BUS 399	Business Internship	3	
	BUS 453	Business Policy and Ethics (Business School Capstone)	3	
	ECON 231	Microeconomics	3	
	MGMT 130 or MBA 544	Management & Leadership or People Focused mgmt.	3	
104-102	MKTG 131	Principles of Marketing	3	3
104-165	MKTG 223	Public Relations	3	3
104-104	MKTG 304	Retail Management	3	3
104-125*	MKTG 325	Promotion & Advertising	3	3
104-109*	MKTG 345	E-Commerce	3	3
104-157	MKTG 422	Marketing Management	3	3
104-173	MKTG 426	Marketing Research	3	3
138-155	MKTG 440	International Marketing	3	3
	GD 110	Graphic Design I	3	
Total Credits:			51	27

CORE REQUIREMENTS – 30 CREDITS

WCTC Course	CU Inc. Course	Course Name	Subject Area / Credits	Credits	WCTC Credits Earned
	REL 100	The Bible	Faith Courses (6)	3	n/a
	REL 110	Christian Faith		3	n/a
801-136	ENG 104	Public Speaking or Interpersonal Communication	Communication & Language (6)	3	3
801-196	COMM 105 or COMM 201			3	3
		Science with laboratory	Natural World – Science (3)	3	
	BUS 315	Business Statistics*	Natural World – Mathematics (3)	3	
809-195	ECON 222	Macroeconomics	Society & Culture (6)	3	3
809-196				3	3
809-199	PHIL 256	Critical Thinking*	Human Beings & Being Human – Social World (5)	2	
			Human Creativity & Expression (3)	3	3
TOTAL CREDITS				30	15

ELECTIVES – 39 REQUIRED CREDITS

Course #	Course Name	Institution	Credits
102-101 OR 104-112	Business Professionalism	WCTC	1
104-111	Technology Tools for Marketing	WCTC	3
104-113	Digital Marketing	WCTC	2
104-167	Experiential Marketing	WCTC	3
106-162 OR 106-110	Introduction to Microsoft Word	WCTC	1
106-163 OR 106-110	Intro to Microsoft Excel	WCTC	1
152-105	Intro to Web Development	WCTC	2
196-125	Management of Customer Service	WCTC	3
196-140	Managing People	WCTC	3
804-123	Math w Business Apps	WCTC	3
Total:			22

ADDITIONAL INFORMATION

Institution	Credits
Waukesha County Technical College	60
<ul style="list-style-type: none"> An (*) suggests a recommended course. Previously earned credits (D or above) from regionally accredited colleges or universities may be transferred in. This is a temporary evaluation. This document effective as of 8.21.2023 Courses and program goals from CUW are subject to change. 	
Updated: 8.21.23	