### **PROGRAM TRANSFER TABLE** Check if the sending program \_\_\_\_ or receiving program \_\_\_\_ is new. College (sending) **University of Wisconsin-River Falls** Institution Dakota County Technical College Program name Digital Marketing Specialist **Business Administration** AAS BS Award Type (e.g., AS) Credit Length 60 120 52.1401 52.0201 CIP code (6-digit) Describe program

## Instructions

• List all required courses in both academic programs.

admission

requirements (if any)

MnTC goal areas transfer to the receiving institution according to the goal areas designated by the sending institution.

2.0 transfer GPA

- Do not indicate a goal area for general education courses that are not part of the MnTC.
- For restricted or unrestricted electives, list number of credits.

MnTC/General Education Total

- Credits applied: the receiving institution course credit amount may be more or less than the sending institution credit amount. Enter the number of credits that the receiving institution will apply toward degree completion.
- Show equivalent university-college courses on the same row to ensure accurate DARS encoding.
- Equiv/Sub/Wav column: If a course is to be encoded as equivalent, enter Equiv. If a course is to be accepted by the university as a "substitution" only for the purposes of this agreement, enter Sub. If a course requirement is waived by the receiving institution, enter Wav. If a course is to be accepted by the university as a MnTC goal area, restricted elective, or unrestricted elective, leave the cell blank.

(To add rows, place cursor outside of the end of a row and press enter.)

#### SECTION A - Minnesota Transfer Curriculum-General Education University of Wisconsin-River Falls College (sending) Equiv Credits Goal(s) course prefix, number, and name Credits course prefix, number, and name Goal(s)1 Sub Applied Wav Minnesota Transfer Curriculum-General Education ENGL 1150 Composition I ENGL 100 CW 3 3 Equiv MKTC 2550 International Marketing 3 3 MNGT 250 Global Business and Society SB, EC Equiv General Education credits 3 3 Depends on course taken General Education credits 3 Depends on course taken 3 General Education credits Depends on course taken

15

 $<sup>^{1}</sup>$  MnTC goal areas transfer to the receiving college/university according to the goal areas designated by the sending college/university

## Special Notes, if any:

# SECTION B - Major, Emphasis, Restricted and Unrestricted Electives or Other

(pre-requisite courses, required core courses, required courses in an emphasis, or electives (restricted or general) within the major). Restricted electives (in Major) fulfill a specific requirement within a major. Example A: "Chose two of the following three courses;" Example B: A Biology degree may require 40 science credits (20 credits of required courses + 20 credits of listed related courses, such as botany, genetics, sociobiology, etc. which students can select).

Major, Emphasis, Restricted, Unrestricted Electives or Other Courses				
COMS 1020 Interpersonal Communication	3	COMS 106 Interpersonal Communication	3	Equiv
MKTC 1000 Principles of Marketing		MKTG 310 Principles of Marketing	3	Equiv
MKTC 1100 Fundamentals of Sales		MKTG 325 Professional Selling (elective)	3	Equiv
MKTC 2105 Marketing Communications Writing		MKTG 900X	3	Equiv
MKTC 2506 Digital Marketing	3	MKTG 900X	3	Equiv
MKTC 1150 Consumer and Professional Buying Behavior	3	CBE 100	3	Equiv
MKTC 2000 Advertising Practices and Procedures	3	MKTG 900X	3	Equiv
MKTC 2507 Digital Media Tools	3	MKTG 900X	3	Equiv
MKTC 2511 Web Development for Marketers	3	MNGT 105 BizTechU	3	Equiv
MKTG 2515 Digital SEM and Analytics	3	ECON 226 Intro to Statistics	3	Equiv
MKTC 2520 Video Content for Marketers	2	MKTG 900X	2	Equiv
MKTC 2600 Marketing Research	3	MKTG 900X	3	Equiv
MKTC 2815 Business Law	3	BLAW 265 Business Law I	3	Equiv
MKTC 2605 Data Analytics	3	ECON 326 Analytics for Business and Economics	3	Equiv
MKTC 2900 Portfolio and Interviewing	1	CBE 300	1	Equiv
MKTC 2970 Marketing Internship	3	MKTG 279	3	Equiv
Restricted elective credits – list courses (if none enter 0)				
Unrestricted elective credits (if none enter 0)		College's unrestricted elective credits accepted in transfer (if none enter 0)		
Major, Emphasis, Unrestricted Electives Total	45	Total College Credits Applied (sum of sections A and B)	60	

SECTION C — Remaining University of Wisconsin-River Falls Requirements				
	course prefix, number, and name	Credits		
	CSL course	3		
	CA course (if needed)	3		
	SB course (if needed)	3		
	M course (if needed)	3		
	2 HF courses (if needed)	6		
	2 SI courses (if needed)	6		
	HW course			
	American Cultural Diversity Course MNGT 330 (elec)	3		
	Global Perspectives course MKTG 355 OR MNGT 355 (elec)	3		
	ACCT 231 Principles of Accounting I	3		
	ACCT 232 Principles of Accounting II	3		
	ECON 201 Microeconomics	3		
	ECON 202 Microeconomics	3		
	MNGT 300 Management and Org. Behavior	3		
	FINC 345 Managerial Finance	3		
	MNGT 361 Operations Management	3		
	MNGT 485 Strategic Management	3		
	University unrestricted elective credits not counted elsewhere (if none enter 0)	5		
	Total Remaining University Credits $^2$	60		
Special Notes, if any:				

SECTION D - Summary of Total Program Credits				
College (sending) Credits		University of Wisconsin-River Falls Requirements		
MnTC/General Education	15			
Major, Emphasis, Unrestricted Electives or Other	45			

<b>Total College Credits</b> 60	Total College Credits Applied	60
	Remaining credit to be taken at the UWRF	60
	(receiving institution)	00
	Total Program Credits	120
Special Notes, if any:		

<sup>&</sup>lt;sup>2</sup> At least 40 of the required credits for the baccalaureate degree shall be at the upper-division level. If a lower division course is shown as equivalent to an upper division course, check with the university to determine if it will count toward the 40 required credits of upper division.

Two-Year College	Name	Signature	Date
Chief Academic Officer	Mike Mendez	This Thinly	8/31/22
University of Wisconsin- River Falls	Name	Signature	Date
Faculty	Dawn Hukai	Dawn Hukai	07/12/2022
GEUR Director	Tricia Davis	Juia M. Quis	7/13/2022
Registrar's Office	Ryan Bench	J-15	8/22/22
Chair	Stacy Vollmers	Stacy Vollmers	8/22/22
Dean	Dawn Hukai	Dawn Hukai	07/12/2022
Provost	David Travis	Jail 2.	9/6/2022