

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 | 3 | MKTG 310 Principles of Marketing | 3 | Equiv |
| MKTC 1100 Fundamentals of Sales | 3 | MKTG 325 Professional Selling (elective) | 3 | Equiv |
| MKTC 2105 Marketing Communications Writing | 3 | 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





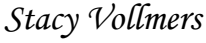

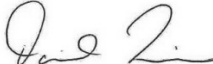
| | course prefix, number, and name | Credits |
|--|--|-----------|
| | CSL course | 3 |
| | CA course (if needed) | 3 |
| | SB course (if needed) | 3 |
| | M course (if needed) | 3 |
| | 2 HF courses (if needed) | 6 |
| | 2 SI courses (if needed) | 6 |
| | HW course | |
| | American Cultural Diversity 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 Credits² | 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 | |

| | | | |
|-------------------------------|----|---|-----|
| Total College Credits | 60 | Total College Credits Applied | 60 |
| | | Remaining credit to be taken at the UWRF (receiving institution) | 60 |
| | | Total Program Credits | 120 |
| Special Notes, if any: | | | |

² 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 |  | 8/31/22 |
| University of Wisconsin-River Falls | Name | Signature | Date |
| Faculty | Dawn Hukai |  | 07/12/2022 |
| GEUR Director | Tricia Davis |  | 7/13/2022 |
| Registrar's Office | Ryan Bench |  | 8/22/22 |
| Chair | Stacy Vollmers |  | 8/22/22 |
| Dean | Dawn Hukai |  | 07/12/2022 |
| Provost | David Travis |  | 9/6/2022 |
| Date when equivalencies were verified/encoded in DARS by the receiving Minnesota State institution: | | | |