

**Associate of Arts - Business Pathway to Bachelor of Science - Marketing
Transfer Guide**

Degree Requirements	GTC Course	CR	UWP Course	CR	UWP Requirement
COMMUNICATION (9 Credits)					
#1	801-136 English Com I	3	ENGL 101 Composition and Reading		Writing/Reading skills
#2	801-202 English Comp 2	3	ENGL 201 Advanced Composition		Bus Fundamental Prep Requirement
#3	801-198 Speech	3	COMM 105 Public Speaking for 21 st Century		Bus Fundamental Requirement
HUMANITIES (12 Credits)					
#1	809-172 Introduction to Diversity Studies	3	1XXX DV		Diversity Requirement
#2	802-202 Spanish 2	4	SPAN 104 Introductory SPANISH II		Foreign Language Requirement*
#3		3			
#4		3			
SOCIAL SCIENCE (12 Credits)					
#1	809-143 Microeconomics	3	ECON 120 Microeconomics		Bus Fundamentals Prep requirement
#2	809-201 Macroeconomics	3	ECON 121 Macroeconomics		Bus Fundamentals Prep requirement
#3		3			
#4		3			
NATURAL SCIENCE (12 Credits)					
#1	804-135 Quantitative Reasoning	3	MATH 104 Quantitative Reasoning		Computations Skills
#2		3			
#3		3			
#4		3			
WORLD LANGUAGE (4 Credits)	802-201 Spanish I	4	SPAN 104 Introductory Spanish II		Foreign Language Requirement*
HEALTH/WELLNESS/ PHYSICAL EDUCATION (1 Credit)		1			
FRESHMAN SEMINAR (1 Credit)	Gateway to Success	1	UWP 101 Freshman Seminar		
ELECTIVE (11 Credits)					
	101-114 Accounting Principles	4	ACCT 201 Financial Accounting		Bus Preparation requirement
	101-131 Managerial Accounting	4	ACCT 202 Managerial Accounting		Bus Preparation requirement
	102-160 Business Law	3	BUS 272 Legal Environment of Business		Bus Preparation requirement
	Total	63*			

Major Requirements		UWP Course	CR	UWP Requirement
		QM 110 Applied Quantitative Analysis in Business	3	Bus Fundamental
		QM 210 Business Statistics I	3	Bus Preparation requirement
		QM 310 Business Statistics II	3	Bus Preparation requirement
		QM 319 Operations Management	3	Bus Foundation Core
		MIS 320 Management Information Systems	3	Bus Foundation Core
		FIN 330 Managerial Finance	3	Bus Foundation Core
		MGT 349 Organizational Behavior	3	Bus Foundation Core
		MKT 350 Marketing Principles	3	Bus Foundation Core
		BUS 495 Strategic Management	3	Bus Foundation Core
		MKT 354 Marketing Research	3	Major Requirement
		MKT 355 Buyer Behavior	3	Major Requirement
		MKT 358 Promotions Management	3	Concentration requirement
		MKT 450 Social Media Marketing	3	Concentration requirement
		MKT 458 Personal Selling	3	Concentration requirement
		MKT Elective (see catalog)	3	Concentration requirement
		General Elective	3	
		General Elective	3	
		General Elective	3	
TOTAL CREDITS		63	57	
TOTAL DEGREE CREDITS		120		

Students who complete the above plan will have satisfied all general education requirements, foreign language, diversity, computational skill and reading and writing requirements at UWP.

* Students may not need to take a foreign language course if they have met the requirement. See: <https://catalog.uwp.edu/policies/>