

MARKETING Transfer Guide

1. Transfer Policies

Transfers from non-baccalaureate institutions to may generally transfer up to 72 credits earned toward the 120 credits required for degree completion. Parkside may accept additional credits toward the degree where appropriate. Students must complete at least 50% of the total business department credits required for the bachelor’s degree in marketing at Parkside. The total business department credits include the business preparation, business foundation and major courses. Only grades of C or better will be considered to fulfill a major requirement; grades of C- or lower will need to be retaken. Only junior/senior level courses in business from regionally accredited four-year colleges/universities are eligible to be transferred for any 300 or 400 level courses.

2. Major Requirements

The following requirements are in addition to the university general education requirements. Please use this guide in tandem with the Degree Requirements Transfer Guide.

Fundamental, Preparation and Core Course Requirements (49 credits):

A. Fundamental Preparation Courses (16 Credits)

| <u>CLC Course (if available)</u> | <u>Parkside Name</u> | <u>UWP Course</u> |
|----------------------------------|-----------------------------------|-------------------|
| ECO 222 | Principles of Microeconomics | ECON 120 |
| ECO 221 | Principles of Macroeconomics | ECON 121 |
| MTH 122 | College Algebra II | MATH 112 |
| CMM 121 | Public Speaking | SPCH 105 |
| Choose one of the following: | | |
| No Equivalency at CLC | Advanced Composition | ENGL 201 |
| ENG 120 or ENG 126 | Technical Writing | ENGL 202 |
| ENG 266 | Writing for Business and Industry | ENGL 204 |

B. Business Preparation Courses (15 credits)

| <u>CLC Course (if available)</u> | <u>Parkside Name</u> | <u>UWP Course</u> |
|----------------------------------|-------------------------------|-------------------|
| ACC 121 | Financial Accounting | ACCT 201 |
| ACC 122 | Managerial Accounting | ACCT 202 |
| BUS 221 | Legal Environment of Business | BUS 272 |
| MTH 222 | Business Statistics I | QM 210 |
| No Equivalency at CLC | Business Statistics II | QM 310 |

C. Business Foundation Core Courses (18 credits)

| <u>CLC Course (if available)</u> | <u>Parkside Name</u> | <u>UWP Course</u> |
|----------------------------------|--------------------------------|-------------------|
| No Equivalency at CLC | Operations Management | QM 319 |
| No Equivalency at CLC | Management Information Systems | MIS 320 |
| No Equivalency at CLC | Managerial Finance | FIN 330 |
| No Equivalency at CLC | Organizational Behavior | MGT 349 |
| No Equivalency at CLC | Marketing Principles | MKT 350 |
| No Equivalency at CLC | Strategic Management | BUS 495 |

Marketing Course Requirements (18 credits):

D. Required Marketing Courses (15 credits)

| <u>CLC Course</u> | <u>Parkside Name</u> | <u>UWP Course</u> |
|---------------------|-----------------------|-------------------|
| <i>Taken at UWP</i> | Marketing Research | MKT 354 |
| <i>Taken at UWP</i> | Buyer Behavior | MKT 255 |
| <i>Taken at UWP</i> | Promotions Management | MKT 358 |
| <i>Taken at UWP</i> | Product Management | MKT 452 |
| <i>Taken at UWP</i> | Marketing Management | MKT 455 |

E. Marketing Elective Courses (3 credits)

| <u>CLC Course</u> | <u>Parkside Name</u> | <u>UWP Course</u> |
|--------------------------------|-------------------------------|-------------------|
| <i>Choose one course from:</i> | | |
| <i>Taken at UWP</i> | Global Marketing | MKT 356 |
| <i>Taken at UWP</i> | Multicultural Marketing | MKT 357 |
| <i>Taken at UWP</i> | Personal Selling | MKT 458 |
| <i>Taken at UWP</i> | Selling of Financial Services | MKT 467 |
| <i>Taken at UWP</i> | Advanced Personal Selling | MKT 469 |
| <i>Taken at UWP</i> | Special Topics in Marketing | MKT 490 |
| <i>Taken at UWP</i> | Retail Management | RMGT 453 |
| <i>Taken at UWP</i> | Service Management | RMGT 454 |

GENERAL REFERENCE INFORMATION

APPLICATION PROCESS

Early application is recommended as Parkside operates on a rolling admission and reserves the right to stop accepting applications as needed. Students likely to be admitted will have a cumulative transfer GPA of 2.0 or better.

- Complete an online application at <http://apply.wisconsin.edu>
- Submit application fee*
- Submit an official copy of your high school transcript, Adult High School diploma, HSED or GED**
- Submit official transcripts from **ALL previous institutions** of higher education**

*Fee waivers are available for applicants with financial hardship; call (262) 595-2355 to request a waiver.

All transcripts **MUST BE OFFICIAL and come directly from the institution.

CALCULATION OF CUMULATIVE TRANSFER GPA

Parkside calculates GPA based on all transferrable courses from all institutions attended, including the course grade of (F). A cumulative GPA is not always the “current” GPA at. If a course is retaken, the most recent grade is calculated and transferred.

TUITION / SCHOLARSHIPS

A. Midwest Student Exchange Program (MSEP)

Illinois residents are charged 150% of the in-state tuition rate. All students are eligible; no additional application is needed.

2016-2017 MSEP Tuition: \$10,518* (annual/full-time)

2016-2017 Room/Board: \$7026* (annual) (*based on double-room and mid-level meal plan*)

**subject to change*

B. Out-of-State Scholarship Program (*students are only eligible to earn one of the following scholarship awards*)

| Scholarship | Minimum Qualifications | Annual Award* | Net Tuition |
|-----------------------------|-----------------------------------|---------------|-------------|
| Phi Theta Kappa Scholarship | Earned an AA or AS; member of PTK | \$3000 | \$7518 |
| Distinguished Scholarship | Transfer GPA of 3.50 or above | \$3000 | \$7518 |
| Ranger Scholarship | Transfer GPA of 2.75 – 3.49 | \$2600 | \$8118 |
| Recognition Scholarship | Transfer GPA of 2.50 – 2.74 | \$2000 | \$8518 |

**Out-of-State scholarships are subject to renewal requirements*

C. General University Scholarships

Students **MUST BE** admitted by **FEBRUARY 1st** to be considered for additional scholarships. The application for admission acts as the scholarship application. Additional information may be requested by the Office of Scholarships and Financial Aid.

The University of Wisconsin-Parkside and the College of Lake County have produced this guide as a tool for students. Every effort is made to maintain accurate information; however, this guide is subject to change. Final responsibility for verifying information rests with the student. Please feel free to contact a transfer representative:

University of Wisconsin-Parkside:

Sergio Correa, Transfer Admissions Counselor
(262) 595-2300 / correa@uwp.edu

College of Lake County:

Ali Mata, M.A., Counselor
(847) 543-2135 / amata2@clcollinois.edu

Transfer Guides can be viewed online at <https://uwp.edu/apply/admissions/transfer/agreements.cfm>