



## Transfer Guide

### Fox Valley Technical College (FVTC) Business Management Associate Degree to UW-Green Bay Bachelor of Business Administration, Marketing major

(Effective for Fall 2021 catalog)

#### Transfer Plan Highlights:

- 59 credits transfer from FVTC to UW-Green Bay
- As few as 72 credits are needed to complete your degree at UW-Green Bay
- Bachelor Degree can be completely entirely online
- See details on the next pages

#### For more information, please contact:

UW-Green Bay Transfer Admissions  
uwgb@uwgb.edu • 920-465-2111 • uwgb.edu/transfer

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Mathew Dornbush  
Dean – Austin E. Cofrin School of Business  
University of Wisconsin – Green Bay

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Scott Borley  
Dean - Business and IT Divisions  
Fox Valley Technical College

**This page details how your FVTC work will transfer to UW-Green Bay.**

FVTC			UW-Green Bay		
First Semester					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-101-107	Principles of Accounting	3		Elective Credit	3
10-103-120	MS Office Suite, Introduction	2		Elective Credit	2
10-116-193	Intro to Human Resources	3	HRM 362	Human Resource Management	3
10-102-103	Business Law 1	3	BUS ADM 305	Legal Environment of Business	3
10-104-151	Principles of Marketing 1	3	MKTG 322	Introductory Marketing	3
10-196-191	Supervision	3		Elective Credit	3
10-104-117	Sales Principles	3		Elective Credit	3
10-106-199	Business Career Planning	1		Not Transferrable	0
10-116-155	Business Ethics	3	PHILOS 227	Business Ethics Gen Ed: Humanities	3
10-196-110	Cost Controls and Budgeting	3		Elective Credit	3
10-196-131	Problem Solving	2		Elective Credit	2
10-101-145	Spreadsheets, Beginning	1		Elective Credit	1
10-102-106	Business Mgmt Internship	2		Not Transferrable	0
10-196-190	Leadership Development	3		Elective Credit	3
10-804-123	Math with Business Apps	3		Elective Credit	3
10-809-198	Intro to Psychology	3	PSYCH 102	Introduction to Psychology Gen Ed: Social Science	3
10-801-198	Written Communication	3	WF 100	First Year Writing	3
10-801-198	Oral/Interpersonal Comm	3	COMM 166	Fund of Interpersonal Comm	3
10-809-195	Economics	3		Substitutes for ECON 202 Gen Ed: Sub for First Year Seminar	3
10-106-118 or 10-196-108	Effective Business Practice or Contemporary Business Issues	3		Elective Credit	3
10-102-112	Introduction to Business **	3	BUS ADM 202	Business and It's Environment Gen Ed: Social Science	3
or 10-145-104	Intro to Entrepreneurship		or Elective	Elective Credit	
10-xxx-xxx	AAS Electives	6		Check with UWGB for transferable courses	6
<b>Total credits earned at FVTC</b>		<b>62</b>	<b>Total credits accepted at UW-Green Bay</b>		<b>59</b>

\*\* Recommended Course

**This page details the UW-Green Bay courses needed to complete the Marketing major and all other degree requirements.**

**This major is available on-campus or fully online.**

ACCTG 201	Principles of Financial Accounting	3
ACCTG 202	Principles of Managerial Accounting	3
BUS ADM 130	Spreadsheet and Information Systems	3
BUS ADM 201	Principles of Sustainability in Business (Gen Ed: Sustainability Perspective)	3
ECON 203	Microeconomics	3
SCM 200	Principles of Supply Chain Management	3
BUS ADM 220	Business Statistics (Gen Ed: Quantitative Literacy)	3
WF 200	Professional Writing for Business Majors	3
ENTRP 371	e-Entrepreneurship and Digital Management	3
FIN 343	Corporation Finance	3
MGMT 389	Organizational Behavior	3
MGMT 482	Capstone in Business Strategy (Capstone Course)	3
SCM 380	Project Management	3
MKTG 345	Digital Marketing	3
MKTG 421	International Marketing (Gen Ed: Global Culture; Writing Emphasis)	3
MKTG 423	Advertising	3
MKTG 428	Consumer Behavior (Writing Emphasis)	3
	Gen Ed: Ethnic Studies Perspective	3
	Gen Ed: Natural Sciences	3
	Gen Ed: Biological Sciences	3
	Gen Ed: Humanities	3
	Gen Ed: Fine Arts	3
Choose 6 credits from:		6
MKTG 327	Selling and Sales Management	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
<b>Total credits earned at UW-Green Bay</b>		<b>72</b>