



Transfer Guide

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

(Effective for Fall 2021 catalog)

Transfer Plan Highlights:

- 61-62 credits transfer from FVTC to UW-Green Bay
- As few as 78 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

Handwritten signature of Mathew Dornbush in black ink.

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

Handwritten signature of Scott Borley in black ink.

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
10-102-112	Introduction to Business	3	BUS ADM 202	Business and It's Environment Gen Ed: Social Science	3
10-103-109	Tech Tools for Marketing Comm	2		Elective Credit	2
10-104-151	Principles of Marketing 1	3	MKTG 322	Introductory Marketing	3
10-104-117	Sales Principles	3		Elective Credit	3
10-104-100	Digital Marketing	3		Elective Credit	3
10-104-103	Integrated Marketing Comm	3		Elective Credit	3
10-104-118	Professional Sales	2		Elective Credit	2
10-102-103	Business Law 1	3	BUS ADM 305	Legal Environment of Business	3
10-103-108	Tech Tools for Marketing Data	2		Elective Credit	2
10-104-108	Social Media Marketing Strategy	3		Elective Credit	3
10-106-199	Business Career Planning	1		Not Transferrable	0
10-699-105	Writing Content for the Web	3		Elective Credit	3
10-101-107	Principles of Accounting	3		Elective Credit	3
10-104-101	Marketing Analytics	3		Elective Credit	3
10-104-104	Marketing Plan Development	3		Elective Credit	3
10-104-119	Sales Strategy	2		Elective Credit	2
10-104-126	Marketing Internship	2		Elective Credit	2
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
10-804-123	Math with Business Apps	3		Elective Credit	3
10-809-166	Intro to Ethics: Theory and App	3	PHILOS 102	Contemporary Ethical Issues Gen Ed: Humanities	3
10-809-195	Economics	3		Substitutes for ECON 202 Gen Ed: Sub for First Year Seminar	3
10-809-198	Intro to Psychology	3	PSYCH 102	Introduction to Psychology Gen Ed: Social Science	3
10-xxx-xxx	AAS Elective	1		Check with UWGB for transferable courses	0-1
Total credits earned at FVTC		63	Total credits accepted at UW-Green Bay		61-62

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
PHILOS 227	Business Ethics	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
HRM 362	Intro to Human Resource Management	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	
Total credits earned at UW-Green Bay		78