



**ARTICULATION AGREEMENT
for transfer of credits between**

**The University of Wisconsin-Superior
Bachelor of Science Degree in Business Administration Marketing Concentration
and the**

**Northwood Technical College
Business Management Associate of Applied Science Degree
(Emphasis Two: Business Management - Marketing Emphasis)**

Effective Dates: January 2024-December 2030

Review Date: June 2029

Introduction and Rationale:

The University of Wisconsin-Superior maintains an educational partnership with Wisconsin State Colleges and Universities to provide opportunities for students to enter bachelor's degree completion programs. In the interest of fostering cooperation between our institutions, and to better serve the transfer of students from Northwood Technical College to the University of Wisconsin-Superior, the faculty and administration of our institutions have established this articulation agreement.

This Agreement specifies the transfer of credit from the Northwood Technical College Associate Degree named above to the UW-S Bachelor's Degree named above in recognition that the Northwood Tech program prepares students for admission to this Bachelor's degree program. The underlying assumption for this Agreement is that the college provides a foundation of occupational courses and the University provides the upper-level courses required within the Bachelor's degree program.

Northwood Tech students who successfully complete the Business Management Associate of Applied Science degree wishing to transfer to the University of Wisconsin-Superior will be awarded the following credits toward the Bachelor of Science Degree Programs in the Department of Business and Economics.

Northwood Tech Program

UW-Superior

Program

course #	course title	Cr		course #	course title	cr. granted
Major and General Studies Courses						
10101101	Financial Accounting 1	4		ACCT 200 ACCT 189	Financial Accounting Accounting Elective	3 1
10104104	Selling Principles	3		BUS 475	Professional Selling and Sales Management	3
10104148	Sales Management	3		BUS 289	Business Elective	3
10104110	Technical Applications in Marketing	3		BUS 289	Business Elective	3
10104102	Marketing Principles	3		BUS 370	Principles of Marketing	3
10104180	Business and Marketing Field Study	2		BUS 289	Business Elective	2
10105100	Introduction to Business	3		BUS 101	Introduction to Business	3
10114107	Principles of Finance	3		FIN 320	Principles of Finance	3
10104189	Social Media Marketing	3 ¹		BUS 477	Digital Marketing	3
10104125	Multi-Media Marketing	3 ¹		BUS 289	Business Elective	3
10103125	MS Outlook	1				
10103146	MS Word A	1		BUS 189	Business Elective	3
10103151	MS Excel A	1				
10105125	Business Law	3		BUS 211	Business Law	3
10196191	Supervision	3		BUS 289	Business Elective	3
10104191	Customer Service Mgmt	3		BUS 289	Business Elective	3
10801136	English Composition 1	3		WRIT 102	Introduction to Academic Writing	3
10801196	Oral/Interpersonal Communication	3		COMM 110	Intro to Communication	3
10804123	Math with Business Applications	3		BUS 198	Business Elective	3
10809195	Economics	3		ECON 235	Survey of Economics	3
10809198	Introduction to Psychology	3		PSYC 101	Introduction to Psychology	3
	Elective	3			Elective	3
	Total	60			Total	60

¹ Completion of either Social Media Marketing or Multi-Media Marketing will count as one marketing elective.

Requirements:

Students from Northwood Tech must have completed the above-named Associate of Applied Science Degree program with a cumulative grade point average of at least 2.3/4.0 for consideration for transfer under the terms of this document. Students must complete the following courses or their equivalents with a grade point average of at least 2.0 with no grade lower than C-: ITS 108; ACCT 200, 201; BUS 270; ECON 250, 251.

Northwood Tech general studies/breadth courses in communications, humanities, social sciences, mathematics and natural science may transfer in to fulfill UW-Superior general education requirements in these areas. All UW-Superior general education core and knowledge category requirements not met by transfer credits must be completed.

Students must complete both BUS 270 Business Statistics and MATH 151 Business Calculus or their equivalents.

Students may satisfy UWS' Diversity and Non-Western requirements (3 credits each) by taking qualifying General Education courses.

Elective courses taken at Northwood Tech which are not listed in this agreement will be reviewed by the faculty of the UW-Superior degree program named above on a case by case basis

Students must maintain a 2.0/4.0 grade point average in upper division courses to be eligible for the bachelor's degree named above.

Students are required to complete a final project (Senior Experience) to fulfill graduation requirements for the bachelor's degree named above.

Degree Requirements: In order to be awarded a degree from UW-Superior, students are required to earn:

- 120 total credits to complete the bachelor's degree named above,
- at least 30 credits at UW-Superior,
- at least 36 credits in upper-division courses (300-400 level), and
- their final 12 credits at UW-Superior .

Conditions:

The terms of this degree completion agreement apply only for the purposes of entry to the Bachelor of Science Degree Programs in the Department of Business and Economics at the University of Wisconsin-Superior.

Credits will be awarded only to students who complete a bachelor's degree at UW-Superior in the degree indicated in this agreement.

Northwood Tech students seeking admission to other degree programs offered at UW-Superior may transfer to the University only those credits recognized by the desired program of entry.

This agreement is limited to University requirements for completion of a Bachelor's degree only. Students seeking certification for licensure in particular fields must complete any additional requirements for such certification.

The transferability of credits as put forth within this articulation agreement is advisory. Students who matriculate to UW-Superior are subject to the degree requirements in effect in the students' catalog of entry at UW-Superior.

Information about the Department of Business and Economics is available from the following website: <http://www.uwsuper.edu/acaddept/dbe/index.cfm>

Agreement Contact Persons:

University of Wisconsin-Superior

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Northwood Technical College

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UW Superior Faculty Senate Action Item # 24.09 passed on February 29, 2024

Approvals:

<small>DocuSigned by:</small> <i>Maria Luzzo</i>	<i>6/20/2024 2:15 PM PDT</i>
<small>6075018562A546A...</small> Provost, UW-Superior	Date

<small>DocuSigned by:</small> <i>Renee Wachter</i>	<i>6/20/2024 2:16 PM PDT</i>
<small>00E0830D0185481</small> Chancellor, UW-Superior	Date

<i>Pam Brnelik</i>	<i>5/5/2024</i>
Dean of Business, Information Technology & Family and Consumer Services, Northwood Technical College	Date

<i>Alastair</i>	<i>6/17/24</i>
Vice President - Academic Affairs and Campus Administrator, Northwood Technical College	Date

Appendix A – Remaining Coursework Required at UWS

HHP 102 Health and Wellness	3
WRIT 209 Introduction to Professional Writing	3
MATH 151 Calculus for Business, Life, and Social Sciences*	3
BUS 270 Business Statistics	3
ECON 250 Principles of Microeconomics	3
ECON 251 Principles of Macroeconomics	3
ACCT 201 Managerial Accounting	3
BUS 380 Principles of Management	3
BUS 371 Consumer Behavior	3
BUS 482 Marketing Research	3
BUS 484 Marketing Strategy and Brand Management	3
BUS 495 Strategic Management	3
Marketing Electives	6
Natural Science	
Lab Course	4
Environmental Course	2
Fine and Applied Arts	
Art History, Criticism, & Appreciation	3
Aesthetic Experience	3
History	3
Literature	3
World Language, Culture. And Philosophy	3
Total UWS	63

Reduced credits if student takes a qualified elective at Northwood Tech. Qualified electives include: 10809143=ECON 250, 10809144 = ECON 251, 10801197 = WRIT 209

**Prior to MATH 151, a student would need to complete either MATH 113 (College Algebra) or take a math placement test and place into Calculus.*

Assumes students satisfy Diversity and Non-western requirements through courses above.