



Appendix II

Undergraduate Articulation Credit Agreement
Milwaukee Area Technical College
 Associate of Applied Science – Marketing
And
Marquette University
 Bachelor of Science – Marketing

MATC			Marquette University		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
BADM 106	MS Office for Business Applications	3	BUAD 9290	Lower Division Business Elective	3
ENG 195 Or ENG 201	Written communication Or English I (recommended)	3	NONE 9201 Or ENGL 1001	No Marquette Equivalency Or Rhetoric & Composition (recommended)	0 Or 3
MKTG 102	Marketing Principles	3	BUAD 9290	Lower Division Business Elective	3
MKTG 104	Selling Principles	3	MARK 4094	Professional Selling	3
ACCTG 110	Financial Accounting	3	BUAD 9290	Lower Division Business Elective	3
MATH 107 Or MATH 123	College Mathematics (or any 200 level Math Course) Or Math w/Business Applications	3	MATH 9290 Or MATH 1390	Lower Division Math Elective Or Finite Mathematics	3
MKTG 125	Advertising: Brands & Campaigns	3	ADVE 9290	Lower Division Advertising Elective	3
MKTG 173	Marketing Research Analytics	3	MARK 4060	Marketing Research	3
MKTG 198	Visual Media Marketing	3	ADVE 9290	Lower Division Advertising Elective	3
BADM 110	Business Communications w/ Technology	3	CMST 2300	Business Communication	3
ECON 195 Or ECON 201	Economics (or any 200 level ECON course) Or Principles of Microeconomics (recommended)	3	ECON 1001 Or ECON 1103	Intro to Economics Or Principles of Microeconomics (recommended)	3



ENG 197 Or SPEECH 201	Technical Reporting (or any 200 level ENG or SPEECH course) Or Elements of Speech (recommended)	3 Or 3	NONE 9201 Or COMM 1100	No Marquette Equivalency Or Foundations Professional Communication (recommended)	0 Or 3
MKTG 118	Social Media Marketing	3	BUAD 9290	Lower Division Business Elective	3
MKTG 165	Digital Marketing	3	MARK 4050	Digital Marketing	3
PSYCH 199 Or PSYCH 231	Psychology of Human Relations (or any 200 level PSYCH course) Or Introductory Psychology (recommended)	3	NONE 9201 Or PSYC 1001	No Marquette Equivalency Or General Psychology (recommended)	0 Or 3
BADM 134	Business Organization & Management	3	BUAD 9290	Lower Division Business Elective	3
MKTG 106	Retail & Consumer Marketing	3	MARK 4095	Retailing Management	3
MKTG 107	Customer Experience	3	BUAD 9290	Lower Division Business Elective	3
MKTG 134	Integrated Marketing Communications	3	BUAD 9290	Lower Division Business Elective	3
MKTG 144	Client Services	3	MARK 4020	Integrated Marketing Communications	3
MKTG 175	Marketing Internship	1	NONE 9201	No Marquette Equivalency	0
TOTAL CREDITS		61	TOTAL CREDITS AWARDED		Up to 60 credits

MCC Notes: Transfer level 3
MCC courses still needed: PHIL 1001, THEO
1001, CORE 1929, CORE 4929