



**Credit Transfer Pathway**  
**FVTC Program: 101043 - Marketing**  
**Concordia University Wisconsin (CUW) Program:**  
**Business Management**  
**Academic Year: 2013-14**



FVTC			Concordia University Wisconsin (CUW)		
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-101-107	Accounting, Principles of	3.00	AL 365	Accounting	3.0
10-102-103	Business Law 1	3.00		Elective	3.0
10-102-112	Business, Introduction to	3.00		Elective	3.0
10-103-120	MS Office Suite, Introduction	2.00		Elective	2.0
10-104-100	Internet Marketing	3.00		Elective	3.0
10-104-113	Marketing Research	3.00		Elective	3.0
10-104-114	Marketing Management	3.00		Elective	3.0
10-104-124	Sales Workshop, Advanced	3.00		Elective	3.0
10-104-134	Marketing - Internship 2	2.00		Elective	2.0
10-104-147	Promotion Principles	3.00		Elective	3.0
10-104-151	Marketing 1, Principles of	3.00	AL 366	Marketing Management	3.0
10-104-157	Retail Principles	3.00		Elective	3.0
10-104-163	Sales Management	3.00		Elective	3.0
10-104-166	Sales Principles	3.00		Elective	3.0
10-104-182	Customer Relations Management	3.00		Elective	3.0
10-196-191	Supervision	3.00		Elective	3.0
<b>Technical Studies</b>		<b>46.00</b>			<b>46.0</b>
10-801-195	Written Communication	3.00	AL 204	College Writing	3.0
10-801-196	Oral/Interpersonal Comm	3.00		Elective	3.0
10-804-123	Math w Business Apps	3.00		Elective	3.0
10-809-166	Intro to Ethics: Theory & App	3.00	AL 368	Philosophy of Value & Ethics	3.0
10-809-195	Economics	3.00	AL 346	Macroeconomics	3.0
10-809-197	Contemporary Amer Society	3.00		Core Credit: Social Science	3.0
10-809-198	Intro to Psychology	3.00		Elective	3.0
<b>General Studies</b>		<b>21.00</b>			<b>21.0</b>
Suggested Electives					
10-102-157	Business Law 2	3.00		Elective	3.0
10-104-110	DECA Leadership	1.00		Elective	1.0
10-145-101	Entrepreneurial Mindset	1.00		Elective	1.0
10-145-104	Entrepreneurship, Introduction to	3.00		Elective	3.0
<b>Electives</b>		<b>3.00</b>			<b>3.0</b>
<b>Total credits needed at FVTC to complete degree:</b>		<b>70.00</b>	<b>Total credits accepted:</b>		<b>70.0</b>

Notes:

- Transfer of credits is determined by "official" documents CUW has on file. College level courses in which the student earned a grade of "C-" (1.67) or better will be considered for transfer.
- A maximum of 80 transfer credits are accepted from regionally accredited colleges and universities.
- All students must complete 128 credits (48 residually at CUW) to obtain a bachelor's degree.
- For the most current transfer credit information, please contact a CUW Admissions Counselor.

Additional courses to be taken at CUW		
Course No.	Course Title	Credits
AL 107	Student Success Strategies	3.0
AL 234	Speech Communications	3.0
AL 169	Statistical Methods	3.0
AL 356	Critical Thinking & Creativity	3.0
AL 272	Organizational Management	3.0
AL 359	Human Resource Management	3.0
AL 346	Business Finance	3.0
AL 371	Business Policy	3.0

AL 474	Integrative Project: Business Plan	3.0
AL 367	Global Dimensions	3.0
AL 125	Mathematics	3.0
AL 159	Heritage of Faith	3.0
	Core Credit: Humanities/Arts	6.0
	Core Credit: Christian Doctrine	3.0
	Core Credit: Science	3.0
	Electives	10.0
<b>Total credits from CUW:</b>		<b>58.00</b>
<b>Total credits from Applied Associate Degree Coursework:</b>		<b>70.00</b>
<b>Total credits needed to complete degree:</b>		<b>128.00</b>