

# MID-STATE TECHNICAL COLLEGE DIGITAL MARKETING TO UW-STOUT B.S. DIGITAL MARKETING TECHNOLOGY TRANSFER GUIDE

## Mid-State Technical College General Education Courses

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-801-136 OR 10-801-195	English Composition 1 OR Written Communication	ENGL 101	Composition 1	3
10-801-198 OR 10-801-196	Speech OR Oral/Interpersonal Communication	COMST GXX	Communication Studies Stout Core	3
10-804-107 OR 10-804-118 OR 10-804-189	College Mathematics OR Intermediate Algebra with Applications OR Introductory Statistics	MATH GXX OR MATH 90 OR STAT 130	Math Electives OR Intermediate Algebra OR Elementary Statistics	3-4
10-809-198 OR 10-809-188	Intro to Psychology OR Developmental Psychology	HDFS 255 OR PSYC 110	Lifespan Human Development OR Introduction to Psychology	3
10-809-196 OR 10-809-172 OR 10-809-122	Intro to Sociology OR Intro to Diversity Studies OR Intro to American Government	SOC 110 OR SOC GAX OR POLS 210	Introductory Sociology OR Sociology Electives OR American Government	3
10-809-195	Economics	ECON 201	General Economics	3

## Mid-State Technical College Program Courses

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-102-101	Intro to Business	BUMGT XXX	Business Electives	3
10-104-121	Fundamentals of Marketing Communication	BUMKG XXX	Business Marketing Electives	3
10-104-102	Marketing Principles	BUMKG 230	Principles of Marketing	3
10-104-174	Marketing Research	BUMKG 479	Marketing Research	3
10-104-180	Internet and Mobile Marketing	BUMKG 350	Digital Marketing Strategy & Practice	3
10-104-105	Professional Selling	BUMKG XXX	Business Marketing Electives	3
10-104-108	Adobe Visual Design	GCOM 141	Graphic Communications	3
10-104-125	Promotion Management	BUMKG 370 AND BUMKG XXX	Integrated Marketing Communications AND Business Marketing Elective	4
10-103-106	Microsoft Office - Introduction	ICT-XXX	Info Comm Tech Elective	1
10-103-124	Excel - Intermediate	ICT-XXX	Info Comm Tech Elective	1
10-101-140	Accounting 1	BUACT 206	Intro to Financial Accounting	3
10-104-109	Adobe Video Design	DMT XXX	Digital Marketing Electives	3
10-104-107	Social Media Marketing	BUMKG 391	Principles of Social Media Marketing Management	3
10-104-160	Marketing Management	BUMKG 436 AND BUMKG XXX	Marketing Management AND Business Marketing Electives	4
10-104-175	Digital Design Components	DMT 275	Web Production and Distribution	3

## Remaining Courses to Complete at UW-Stout

University Catalog Number	University Course Name	Credits
ENGL 102	Composition 2	3
Lab Science Stout Core	Choose from designated courses	4
Non-Lab Science Stout Core	Choose from designated courses	3
Humanities & Arts Stout Core	Choose from designated courses	6
HT 252	Professionalism (Program Designated Course)	3
CS 141	Intro to Programming	3
DMT 101	Intro to Digital Marketing Technology	1
DMT 449	Cooperative Education Experience	1
DMT 475	Dynamic Web Technologies	3
DMT 485	Search Engine Optimization	3
DMT 300 OR DMT 400	Special Topics in Digital Marketing Technology	3
DMT 311	Information and Communication Technologies Analytics	3
ICT 215	Cybertechnology Ethics	3
ICT 305	Information Systems for Enterprise	3
ICT 255	Data Essentials: Navigating Relational Databases in Business	3
ICT 355	ICT Systems Analysis & Design	3
ICT 405	Enterprise Technology Seminar	3
BUINB 260	International Business	3
INMGT 365	Project Management	3
ICT 103	Problem Solving with ICTs	3

Total Credits Completed at UW-Stout

60

## Additional Information

- Students will be required to complete a minimum of 32 credits in residence for a bachelor's degree awarded at UW-Stout.
- Students must complete the entire Mid-State program with a cumulative GPA of 2.0 and meet UW-Stout's admission requirements for this agreement to apply.
- More information on transfer admission guidelines can be found on the UW-Stout [website](#).