

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

## Communication - 9 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-801-136	English Composition 1 <i>Required course</i>	ENGL 101	Composition 1	3
20-801-223	English 2 <i>Required course</i>	ENGL 102	Composition 2	3
10-801-198	Speech <i>Required course</i>	COMST 100	Fundamentals of Speech	3
10-801-196	Oral/Interpersonal Communication	COMST 100	Fundamentals of Speech	3

## Humanities & Fine Arts and Social & Behavioral Sciences - 21 credits required

### Humanities & Fine Arts - 6 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
20-801-204	Introduction to Literature	LIT GXX	Literature Electives	3
20-801-227	Creative Writing	ENGL 245	Creative Writing	3
20-801-233	Children's Literature	LIT 300	Children's Literature	3
20-801-247	Contemporary World Literature	LIT GXG	Literature GE Electives	3
20-803-211	US History to 1877	HIST 120	Early US History	3
20-803-212	US History 1877 to Present	HIST 121	Modern US History	3
20-803-258	World History to 1500	HIST GXG	History GE Electives	3
20-803-259	World History since 1500	HIST 210	Modern World History	3
20-805-201	Music Appreciation	MUSIC GX1	Music GE Electives	3
20-805-280	Music in Film	MUSIC GX1	Music GE Electives	3
10-809-103	Think Critically and Creatively	LOG 250	Critical Thinking (Not applicable to any General Education area)	3
10-809-166	Introduction to Ethics: Theory & App <i>Recommended course</i>	PHIL 235	General Ethics	3
20-809-223	Introduction to World Religions	PHIL 205	Philosophy of Religion	3
20-809-226	Environmental Ethics	PHIL GXXS	Philosophy Electives	3
20-809-260	Introduction to Philosophy	PHIL 201	Intro to Philosophy	3
20-815-201	Art Appreciation	ARTH 222	Introduction to Art	3
20-815-240	Basic Photography	PHOTO GX2	Photo GE Electives	3

### Social & Behavioral Sciences - 6 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-140-101	Global Cultural Experience	HUM-GAX	Humanities Stout Core	1
10-809-122	Intro to American Government	POLS 210	American Government	3
10-809-172	Introduction to Diversity Studies <i>Recommended course</i>	SOC GAGCS	Sociology GE Electives	3

10-809-188	Developmental Psychology	HDFS 255	Lifespan Human Development	3
10-809-195	Economics	ECON 201	General Economics	3
10-809-196	Intro to Sociology	SOC 110	Introductory Sociology	3
10-809-198	Intro to Psychology	PSYC 110	General Psychology	3
10-809-217	Race, Class, Gender	SOC GAX	Sociology GE Electives	3
20-809-204	Marriage and Family	HDFS 115	Healthy Couple Relationships (Not applicable to any General Education area)	3
20-809-237	Abnormal Psychology	PSYC 361	Abnormal Psychology (Not applicable to any General Education area)	3
20-809-254	Educational Psychology	EDUC 303	Educational Psychology (Not applicable to any General Education area)	3
20-809-283	Cultural Anthropology and Human Diversity	ANTH 220	Cultural Anthropology	3
20-809-287	Principles of Macroeconomics <i>Recommended course</i>	ECON 210	Principles of Macroeconomics	3
20-809-291	Principles of Microeconomics <i>Recommended course</i>	ECON 215	Principles of Microeconomics	3

The remaining nine required credits may be fulfilled with courses from either Humanities & Fine Arts or Social & Behavioral Sciences, based on student preference.

## Quantitative Reasoning and Natural Sciences - 9 credits required

### Quantitative Reasoning - 3 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-804-118	Intermediate Algebra with Applications	MATH 90	Intermediate Algebra (Remedial)	4
10-804-135	Quantitative Reasoning	MATH GXX	Math General Education Electives	3
10-804-189	Introductory Statistics	STAT 130	Elementary Statistics	3
10-804-190	Calculus and Analytic Geometry 1	MATH 156	Calculus & Analytic Geometry I	5
10-804-195	College Algebra with Applications	MATH 120	College Algebra	3
10-804-196	Trigonometry with Applications <i>Recommended course</i>	MATH 121	Trigonometry	3
20-804-227	Elementary Math Education 1	MATH XXX	Math Electives (Not applicable to any General Education area)	4
20-804-237	Elementary Math Education 2	MATH XXX	Math Electives (Not applicable to any General Education area)	4

### Natural Sciences - 6 credits required

One lab course is required. \* Indicates course contains a lab component

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-806-112	Principles of Sustainability	SUST XXXCX	Sustainability Electives (Not applicable to any General Education area)	3
10-806-114	General Biology *	BIO 101	Introductory Biology	4
10-806-134	General Chemistry *	CHEM 115	College Chemistry I	4
10-806-143	College Physics 1 *	PHYS GLX	Physics GE Electives with Lab	3
10-806-154	General Physics 1 *	PHYS 241	College Physics I	4
10-806-177	General Anatomy & Physiology *	BIO 132	Human Biology	4
10-806-179	Advanced Anatomy & Physiology *	BIO 362	Advanced Physiology	4

10-806-186	Intro to Biochemistry *	CHEM GLX	Chemistry Electives	4
10-806-189	Basic Anatomy	BIO GXX	Biology GE Electives	3
10-806-197	Microbiology *	BIO 306	General Microbiology	4
10-806-198	Human Biology *	BIO 132	Human Biology	4
20-806-206	Intro to Physical Geography	PHYS GXX	Physics GE Electives	4
20-806-215	Environmental Science	BIO GXX	Biology GE Electives	3

### Global Studies & Languages - 1 course required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-140-101	Global Cultural Experience	HUM-GAX	Humanities Stout Core	1
10-807-205	The Well Traveler	PE XXX	Physical Education Elective (Not applicable to any General Education area)	1
20-802-211	Spanish 1	SPAN 101	Elementary Spanish I	4
20-802-212	Spanish 2	SPAN 102	Elementary Spanish II	4
20-809-223	Intro to World Religions	PHIL 205	Philosophy of Religion	3
20-809-283	Cultural Anthropology & Human Diversity	ANTH 220	Cultural Anthropology [RES]	3

### Diversity/Ethnic Studies - 1 course required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-809-172	Introduction to Diversity Studies <i>Recommended course</i>	SOC GAGCS	Sociology GE Electives	3
10-809-217	Race, Class, Gender	SOC GAX	Sociology GE Electives	3
20-809-283	Cultural Anthropology & Human Diversity	ANTH 220	Cultural Anthropology	3

### Health & Wellness - 1 credit required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-807-205	The Well Traveler	PE XXX	Physical Education Elective (Not applicable to any General Education area)	1
10-807-210	Environmental Wellness	PE XXX	Physical Education Elective (Not applicable to any General Education area)	1
20-807-202	Nutrition for Life	FN XXX	Food & Nutrition Elective (Not applicable to any General Education area)	1
20-807-203	Stress Management - Fitness for Life	PE XXX	Physical Education Elective (Not applicable to any General Education area)	1
20-807-204	Physical Fitness for Life	PE XXX	Physical Education Elective (Not applicable to any General Education area)	1

Students must select additional elective courses to fulfill 60 credit degree requirement.

## Recommended Electives for Digital Marketing Pathway

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-804-189	Introductory Statistics	STAT 130	Elementary Statistics	3
10-101-140	Accounting 1	BUACT 206	Intro to Financial Accounting	3
10-152-101	Intro to Programming	CS 141	Intro to Programming	3
10-104-102	Marketing Principles	BUMKG 330	Marketing Principles	3
10-104-108	Adobe Visual Design	GCOM 141	Graphic Communications	3

## Remaining Courses to Complete at UW-Stout

University Catalog Number	University Course Name	Credits
DMT 101	Intro to Digital Marketing Technology	1
DMT 275	Web Production and Distribution	3
DMT 311	Info and Communication Technologies Analytics	3
DMT 449	Cooperative Education Experience	1
DMT 475	Dynamic Web Technologies	3
DMT 485	Search Engine Optimization	3
ICT 215	Cybertechnology Ethics	3
ICT 305	Information Systems for Enterprise	3
ICT 255	Basic Data Concepts	3
ICT 355	ICT Systems Analysis and Design	3
ICT 405	Enterprise Technology Seminar	3
DMT 300 OR DMT 400	Special Topics in Digital Marketing Technology	3
Course Selective	Choose from designated courses (CS, DMT, GCOM, or ICT prefix)	3
BUINM 260	International Business	3
INMGT 365	Project Management	3
BUMKG 350 OR BUMKG 391	Digital Marketing Strategy and Practice OR Principles of Social Media Marketing Management	3
Choose six credits from the following	BUMKG 479 Marketing Research, BUMG 370 Integrated Marketing Communications, ICT 401 Information Technology Policy and Audit, INMGT 400 Organizational Leadership	6
Major Selectives	Choose from designated courses	17-18

**Total Remaining Credits to Complete for the B.S. Digital Marketing**

**67-68**

### Additional Information

- Students cannot take Oral/Interpersonal to fulfill their required Speech credit. It may be used as an elective.
- If students satisfy the world language requirement by transferring in a full year of high school world language credits with a "C" or better, then they may need additional elective credits to satisfy the program credit requirement.

- Courses in the Diversity/Ethnic studies category may apply to the Humanities and/or the Social Science categories.
- Courses in the Global Studies & Languages category may apply to the Humanities and/or Social Science categories.
- For more information, visit <https://www.mstc.edu/programs/University-Transfer-Associate-of-Arts>.
- If a student completes BOTH 10-806-177 General Anatomy & Physiology and 10-806-179 Advanced Anatomy & Physiology, they will receive credit for BIO 234 Anatomy & Physiology (4 credits) AND BIO 362 Advanced Physiology (3 credits).