



TRANSFER GUIDE

UWM @ Waukesha/Washington County to
BBA Marketing – Lubar School of Business

Admission Guidelines

Transfer admission is a holistic and selective process, and no single criterion guarantees admission. The following factors are taken into consideration when reviewing applications:

- Demonstrated satisfactory academic progress
- Successful completion of college-level math and English courses
- Total credit hours completed
- Academic standing at your previous institution

If you have fewer than 12 transferable credits, we will also review your high school academic records.

Please keep in mind that some academic programs within the Peck School of the Arts, School of Architecture and Urban Planning, College of Engineering & Applied Science, and College of Nursing may have additional requirements for direct admission into their majors.

We encourage students to utilize this guide to plan their coursework for their first and second semesters at UWM @ Waukesha or Washington County. We highly recommend that students who are interested in transferring contact a UWM Transfer Advisor for more information about additional requirements of specific academic programs.

Admission to Lubar School of Business Major Requirements

Every business student must complete the following requirements to advance to the business major:

- Attain Junior Standing (56 credits)
- Satisfy Oral and Written Communication Requirement Part A (Complete the English sequence with a grade of a “C” or better in CGS ENG 102 (or equivalent) or place high enough on the English Placement Test)
- Satisfy Quantitative Literacy Requirement by completing the math sequence with a grade of a “C” or better in CGS MAT 105 or 108 or placing high enough on the Math Placement Test.
- Complete the following six business foundation courses with a GPA of a 2.25 or higher:
 - CGS ECO 204 Principles of Microeconomics
 - CGS ECO 203 Principles of Macroeconomics
 - CGS BUS 201 Introductory Accounting
 - CGS BUS 230 Intro to Management of Information Systems and Lubar bridge program
 - CGS MAT 211 Calculus
 - CGS CTA 103 Intro to Public Speaking or CGS CTA 115 Intro to Business & Professional Communication
- Obtain a cumulative GPA of 2.5 or above in ALL coursework, including transfer coursework
- If a student does not meet the requirements listed above at the time of transfer, they can still be admitted as a business student; however, they will need to meet all requirements prior to enrolling in upper-division business courses.

Transfer Admissions Contact Information

UWM Office Phone: 414-229-2222

Email: undergraduateadmissions@uwm.edu

Department/School/College Advisor Contact Information

Sheldon B. Lubar School of Business

thinklubar@uwm.edu

(414) 229-5271

P.O. Box 742

3202 N Maryland Ave

Milwaukee, WI 53201-0742

uwm.edu/business

Request an unofficial transfer credit evaluation at <https://uwm.edu/business/academics/undergrad/transfer-students/>.

	UWM Wauk/Wash Co coursework	Cr	UWM coursework
GER requirements	See additional handout for courses that fulfill the other GERs	24-38	
Oral and Written Part A	CGS ENG 102	0-3	ENGLISH 102 or test out
Oral and Written Part B	CGS BUS 210	3	ENGLISH 205
Quantitative Literacy Part A	CGS MAT 105 or 108	0-3	MATH 105 or 108 or test out
Quantitative Literacy Part B	See major		See major
Art	Various courses	3	Various courses
Humanities (6 credits)	Various courses	3	Various courses
	Various courses	3	Various courses
Social Science (6 credits)	Various courses	3	Various courses
	Various courses	3	Various courses
Natural Science (6 credits) (including one lab)	Various courses	3	Various courses
Cultural Diversity	One approved course from above		One approved course from above
Foreign Language	Demonstrated competency**	0-8	Demonstrated competency**
Business Foundation courses		20-21	
Principles of Microeconomics	CGS ECO 204	3	ECON 103
Principles of Macroeconomics	CGS ECO 203	3	ECON 104
Intro to Financial Accounting	CGS BUS 201	4	BUS ADM 201
Intro to Infor Technology Mgt	CGS BUS 230*	3-4	BUS ADM 230
Quant Models for Bus/Calc Srvy	CGS MAT 211	4	MATH 208 OR 211
Public Speak/Bus & Prof Comm	CGS CTA 103 OR CGS CTA 115	3	COMMUN 103 OR COMMUN 105
Business Core courses		27-28	
Stat Modeling in Bus Analytics	CGS BUS 243*	3-4	BUS ADM 210
Managerial Accounting	CGS BUS 204	3	BUS ADM 202
Organizations		3	BUS ADM 330
Principles of Marketing		3	BUS ADM 360
Intro to Supply Chain Mgt		3	BUS ADM 370
Business Law I		3	BUS ADM 391
Intermediate Finance		3	BUS ADM 350
Management Analysis		3	BUS ADM 600
International Bus Req		3	Approved upper-division BUS ADM course
Major requirements		21	
Consumer Behavior		3	BUS ADM 461
Marketing Research		3	BUS ADM 462
Marketing Management		3	BUS ADM 463
Four Major Electives		12	Choose from BUS ADM 447, 460, 464, 465, 466, 467, 468, or 469
Business Electives		12	
BUS ADM courses	Various courses—see advisor		Various courses—see advisor
General Electives			As needed to reach 120 credits required for graduation
A general elective is any transferable course to continue to build your credit total to the minimum requirement of 120 degree credits. CGS ENG and CGS MAT courses and Foreign Language courses may count here — see advisor.			
Total Credits = minimum 120			

A maximum of 72 credits are transferrable to the University of Wisconsin-Milwaukee the two-year Branch campuses.

*Allowed as equivalent in combination with bridge program.

**May be fulfilled by two-years high school, two semesters college, or proficiency exam.