



TRANSFER GUIDE

Madison College 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. 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 ENGLISH 102 or equivalent (ENGLISH 801 202 at Madison College) or through satisfactory placement scores.
- Satisfy Quantitative Literacy Requirement by completing the math sequence with a grade of a “C” or better in MATH 804 201 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:
 - ECON 809 211 Macro Economics
 - ECON 809 212 Micro Economics
 - ACCTG 101 111 Accounting 1 - Principles and 101 113 Accounting 2 - Principles (‘B’ or better required for Accounting)
 - BUS ADM 230 Intro to IT Management (no equivalency at Madison College)
 - MATH 804 221 Calculus Methods for Business and Social Sciences 1 or 804 228 Calculus & Analytic Geometry 1
 - SPEECH 801 198 Speech
- 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

lubarweb@uwm.edu

(414) 229-4235

P.O. Box 742

3202 N Maryland Ave

Milwaukee, WI 53201-0742

uwm.edu/business

	Madison College coursework	Cr	UWM coursework
GER requirements			
Oral and Written Part A	ENGLISH 801 202 English 2*	3	ENGLISH 102
Oral and Written Part B		3	ENGLISH 205
Quantitative Literacy Part A	MATH 804 201 Intermediate Algebra*	4	MATH 105
Quantitative Literacy Part B (Basic or Business Statistics)	See major	--	See major
Foreign Language	Demonstrated competency*	--	Demonstrated competency*
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**
	Various courses**	3	Various courses**
Cultural Diversity	One approved course from above	--	One approved course from above
Business Foundation courses			
Principles of Microeconomics	ECON 809 212 Micro Economics	3	ECON 103
Principles of Macroeconomics	ECON 809 211 Macro Economics	3	ECON 104
Intro to Financial Accounting	ACCTG 101 111 & 113 Accounting 1 & 2 – Principles	4	BUS ADM 201
Intro to Infor Technology Mgt		3	BUS ADM 230
Quant Models for Bus/Calc Srvy	MATH 804 221 Calc for Bus 1 or 228 Calc & Analytical Geometry 1	4	MATH 208, 211, OR 231
Public Speak/Bus & Prof Comm	SPEECH 801 198 Speech	3	COMMUN 103
Major/College Core courses			
Stat Modeling in Bus Analytics	BUSADM 102 104 Bus Statistics*** or MATH 804 240 Basic Statistics***	3-4	BUS ADM 210
Managerial Accounting	ACCTG 101 118 Management Accounting	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 450
Management Analysis		3	BUS ADM 600
International Bus Req		3	Approved upper-division BUS ADM course
Major requirements			
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			
BUS ADM courses	Various courses—see advisor	12	Various courses—see advisor
General Electives			
Free Electives		3	
Written Communication	ENGLISH 801 201 English 1	3	ENGLISH 101
Total Credits = minimum 120			

A maximum of 72 credits are transferrable to the University of Wisconsin-Milwaukee from two-year technical colleges.

*Can be satisfied by satisfactory placement exam score or coursework. Foreign language may be met by 2 years of HS study.

**Consult [Transferology](#) or discuss GER options with an advisor to see which courses are most appropriate. [for external transfer]

***Allowed as equivalent in combination with bridge program.