

## Articulation Agreement Transfer Table

### Gateway Technical College (Gateway) School of Business & Transportation AAS Business Management (10-102-3)

to

### University of Wisconsin-Milwaukee (UWM) Lubar School of Business BBA Marketing

The following table outlines a typical transfer scenario, showing how the AAS Business Management curriculum applies to UWM's BBA in Marketing degree and which requirements remain to complete at UWM. To maximize credit transfer, some substitutions may be identified. While every effort is made to maximize credit transfer, lack of alignment between degree programs and levels may require students to exceed 120 credits to meet all graduation requirements. Transfer results will differ based on individual students' transcripts. Click on the hyperlink for [full articulation agreement details](#) and for [transfer guides to other BBA degrees](#).

Degree Requirement	Gateway Coursework	Cr	UWM Coursework	Cr
<b>GER Requirements</b>	<b>*Recommended substitution/elective.</b>			
Oral and Written Comm-Part A	Met by 105-106 or 801-197 w/ C or better	--		
Oral and Written Comm-Part B	105-106 Business Communications or 801-197 Technical Reporting	3	ENGLISH 205 ENGLISH 206	
Quantitative Literacy-Part A	804-135 Quantitative Reasoning	3	MATH 102	
Quantitative Literacy-Part B			See Business Foundation section	--
Foreign Language			Two years HS (or two semesters college)	--
Art (3 credits)			Various courses (see Appendix B)	3
Humanities (6 credits)	809-166 Intro Ethics Theory & Apps*	3	PHILOS 241	
			Various courses (see Appendix B)	3
Natural Science (6 credits)			Various courses (see Appendix B)	3
(including one lab)			Various courses (see Appendix B)	3
Social Science (6 credits)	809-198 Intro to Psychology	3	PSYCH 101	
	809-172 Intro to Diversity Studies	3	SOCIOL 224	
Cultural Diversity	Met by 809-172	--		
<b>Business Foundation Courses</b>				
Principles of Microeconomics	809-143 Microeconomics*	3	ECON 103	
Principles of Macroeconomics			ECON 104	3
Intro to Financial Accounting	101-114 Accounting Principles*	4	BUS ADM 201	
Intro to Infor Technology Mgt			BUS ADM 230	4
Quant Models for Bus/Calc Srvy			MATH 208 or 211	4
Public Speak/Bus & Prof Comm	801-198 Speech or 801-196 Oral/Interpersonal Comm	3	COMMUN 103 or COMMUN 101	
<b>Business Core Courses</b>				
Managerial Accounting	101-131 Management Accounting (elec)*	3	BUS ADM 202	
Stat Modeling in Bus Analytics			BUS ADM 210	4
Career & Professional Dvlp			BUS ADM 300	1
Organizations			BUS ADM 330	3
Principles of Finance			BUS ADM 350	3
Principles of Marketing	104-101 Marketing Principles	3	BUS ADM 360	
Intro to Supply Chain Mgt			BUS ADM 370	3
Business Law I	102-160 Business Law	3	BUS ADM 391	
Management Analysis			BUS ADM 600	3
International Bus Req			Approved upper-division BUS ADM crs	3
<b>Marketing Major Requirements</b>				
Consumer Behavior			BUS ADM 461	3
Marketing Research			BUS ADM 462	3
Marketing Management			BUS ADM 463	3
Marketing Electives			Upper-division BUS ADM courses	12
<b>Business Electives</b>				
BUS ADM Courses	AAS Degree Completion	12		
<b>General Electives</b>				
			MATH 105 (prereq for MATH 208/211)	3
	102-137 Intro to Business	3	BUS ADM 100	
	801-136 English Composition	3	ENGLISH 101	
Free electives	Bulk Transfer	11		
<b>TOTAL CREDITS (130)</b>		<b>63</b>		<b>67</b>