



Articulation Agreement
University of Wisconsin (UW) – Oshkosh
Moraine Park Technical College (MPTC)



MPTC Degree: Associate of Applied Science (A.A.S.) in Marketing & Social Media Management

UWO Degree: Bachelor of Science (B.S.) or Bachelor of Arts (B.A.) in Advertising

Effective Date: July 1, 2023

Next Review Date: July 1, 2026

Revision History:

New Agreement

Revised Agreement

Agreement Description and Rationale:

This articulation agreement has been established to expand educational opportunities for students who complete the Marketing & Social Media Management program at Moraine Park Technical College by providing an efficient transfer to earn a Bachelor of Science or Bachelor of Arts in Advertising at UW-Oshkosh.

The agreement demonstrates the curricular alignment of the two programs, thus enabling current associate degree holders, new students, and returning students to maximize their educational experiences and decrease redundancy in courses taken. This reduces time and expense, which are often barriers to earning a bachelor's degree.

Admission Requirements/Conditions Specific to this Agreement:

Transfer students from Moraine Park Technical College will be admitted under this agreement only if they a) have successfully completed the A.A.S. in Marketing & Social Media Management program, fulfilling all coursework stipulated therein, with a cumulative grade point average of at least 2.5/4.0; b) meet the standard admission requirements for UW-Oshkosh; and c) enroll in the B.S. or B.A. degree program with a major in Advertising.

Articulation Transfer Agreement Terms:

The terms of this agreement apply to Moraine Park Technical College students who complete the A.A.S. in Marketing & Social Media Management; meet the general admission requirements set forth by UW-Oshkosh; and enroll in the Bachelor of Science or Bachelor of Arts in Advertising.

Students admitted to UW Oshkosh under the terms of this agreement who subsequently elect to pursue a degree and/or major other than the B.S./B.A. in Advertising will find that the extended transfer of credit does not apply outside of this program.

A transfer course/credit articulation table illustrating the list of courses the student must complete to earn the B.S./B.A. in Advertising at UW-Oshkosh fulfilled at Moraine Park Technical College and those that must be taken at UW-Oshkosh, may be found in Appendix A.

Students must meet the following requirements to earn the B.S./B.A. degree in Advertising- at UW-Oshkosh:

- A minimum cumulative GPA of 2.000
- Satisfactory completion of the major and degree requirements listed in Appendix A
- A minimum of 21 credits of 300/400 level courses in residence at UW-Oshkosh
- A minimum of 30 credits in residence at UW-Oshkosh

Additional coursework completed at Moraine Park Technical College may be transferable to satisfy UW-Oshkosh general education or breadth requirements. These are searchable via the UW-Oshkosh link on the Transferology website at www.transferology.com/school/uwosh.

Approved by:

University of Wisconsin Oshkosh

Anne Stevens

Anne Stevens
Dean, College of Letters and Science

Jun 7, 2023

Date

John Koker

John Koker (Jun 7, 2023 12:48 CDT)

John Koker
Provost and Vice Chancellor

Jun 7, 2023

Date

Andrew Leavitt

Andrew Leavitt (Jun 7, 2023 13:37 CDT)

Andrew Leavitt
Chancellor

Jun 7, 2023

Date

Moraine Park Technical College

Bobbi Fields

Bobbi Fields
Dean of Applied Technology and Trades

Jun 5, 2023

Date

James V. Eden

James Eden
Vice President – Teaching and Learning

Jun 6, 2023

Date

Bonnie Baerwald

Bonnie Baerwald
President

Jun 6, 2023

Appendix A
University of Wisconsin (UW) – Oshkosh
Moraine Park Technical College (MPTC)

MPTC Degree: Associate of Applied Science (A.A.S.) in Marketing & Social Media Management

UWO Degree: Bachelor of Science (B.S.) or Bachelor of Arts (B.A.) in Advertising

Effective Date: 06/2023 Table accompanies new agreement Revised table for existing agreement

Transfer Course/Credit Articulation Tables:

MPTC AAS in Marketing & Social Media Management Transferable Equivalent Courses				UWO B.S./B.A. in Advertising All Program Course Requirements			
Table 1: General Education / Breadth Requirements							
Course Prefix + #	Course Title	Gen Ed Area	Transfer Credits	Course Prefix + #	Course Title	Gen Ed Area	Remaining Credits
USP – University Studies Program							
				USP 200	Transition Year Experience	Quest	pass/fail
801-136	English Composition 1	Comm.	3	WRT 188	First-Year College Writing	Writing	
801-196	Oral & Interpersonal Communication	Comm. Elective ¹	3	COMM 111	Introduction to Public Speaking	Speaking	
801-198	Speech						
804-189	Introductory Statistics	Math Elective ¹	3	MATH 189	PBIS Statistics (XM)	Explore Math (XM)	
					Explore: Lab Science, 2 courses	Explore: Science (XL)	8
809-198	Intro to Psychology	Behavioral Science Elective	3	PSYCH 101	General Psychology (XS)	Explore: Society (XS)	3
809-199	Psychology of Human Relations			PSYCH 8	Psychology Elective (XS)		
809-196	Introduction to Sociology	2 Social Science Electives ²	6	SOC 101	Intro to Sociology (XS)(ES)		
809-172	Intro to Diversity Studies			SOC 13	Sociology Elective (XS)(ES)		
809-122	Intro to American Government			POLI SCI 105	Am. Govt. & Politics (XS)		
809-195	Economics			ECON 101	General Economics (XS)		
				<i>Six (6) of the twelve (12) total required Explore Culture will be met with Journalism courses in Table 2.</i>		Explore Culture (XC)	6
				Ethnic Studies <i>This may overlap with an (XS) or (XC) course transferred to or taken at UWO.</i>		Ethnic Studies (ES)	0-3
				Global Citizenship <i>Can be met by overlap with an (XC) course taken at UWO.</i>		Global Citizenship (GC)	0
				WRT 287	Advanced Writing (XK)	Connect	3

^{1, 2} See the notes section at the end of the articulation tables.

Table 1a: Additional Degree-Specific Requirements							
Specific Requirements for B.S. Degree			Course Prefix + #	Course Title	Gen Ed Area	Remaining Credits	
includes general education credits from			English literature course (XC)		Humanities ³	See Table A	
			History course (XS)		Social Sci ⁴	3	
			Table 1	18	One higher-level Math course	Math ⁵	3
			Table 2	30	Two additional Natural Science courses	Natural Sci ⁶	6-8
General Education Credits to Transfer			48	Remaining General Education Credits for B.S.		32-37	

^{3, 4, 5, 6} See the notes section at the end of the articulation tables.

- OR -

Table 1b: Additional Degree-Specific Requirements						
Specific Requirements for B.A. Degree			Course Prefix + #	Course Title	Gen Ed Area	Remaining Credits
includes general education credits from			French, German, Spanish, Japanese or American Sign Language: achieve 4th semester-level competency. <i>Students with prior experience may show competency via UW-System placement test.</i>		Global Language	9-14
			English literature course (XC)		Humanities ⁷	See Table A
			Table 1	18		Fine art course (XC)
			Table 2	30	History course (XS)	Social Sci ⁸
General Education Credits to Transfer			48	Remaining General Education Credits for B.A.		32-37

^{7, 8} See the notes section at the end of the articulation tables.

Table 2: Major Program Requirements							
Course Prefix + #	Course Title	Area	Transfer Credits	Course Prefix + #	Course Title	Area	Remaining Credits
Core Courses							
				JOURNAL 141	Introduction to the Media News, Public Relations & Advertising (XC)	JRNL	3
				JOURNAL 221	Writing for the Media	JRNL	3
				JOURNAL 251	Foundations of Multimedia Storytelling	JRNL	3
				JOURNAL 324	Editing	JRNL	3
				JOURNAL 412	Law of Mass Communication	JRNL	3
104-125	Advertising & Social Media Campaign	MKT	3	JOURNAL 250	Principles of Advertising	JRNL	
				JOURNAL 351	Advertising Copy, Layout & Production	JRNL	3
				JOURNAL 353	Advertising Media	JRNL	3

104-117 Public Relations	MKT	3	JOURNAL 211 Principles of Public Relations	JRNL	
104-131 Social Media Management	MKT	3	JOURNAL 340 Social Media Strategies	JRNL	
			Choose one: JOURNAL 440 Application of New & Emerging Media JOURNAL 424 Strategic Campaigns in Advertising JOURNAL 457 Media Organization and Management JOURNAL 472 Research in Strategic Communication	JRNL	3
104-133 Social Video Creation	MKT	3	JOURNAL 199 Journalism Gen. Elective ⁹	JRNL	
			JOURNAL ____ Journalism Elective	JRNL	3
			JOURNAL 499 Culminating Experience	JRNL	pass/fail
			MATH 189 Statistics (completed in USP) -or- PSYCH 203 Elem. Psych. Statistics -or- SOC 281 Social Statistics	MATH	
			COMP SCI 125 Worldwide Website Development ¹⁰	COMP SCI	3
			HISTORY 202 Modern U.S. History Since 1877 (XS) ¹⁰	HISTORY	3
			POLI SCI 105 American Government & Politics (XS) ¹⁰	POLI SCI	3
Program Transfer Credits		12	Major Program Credits Remaining		36
Other MPTC Marketing & Social Media Management Courses					
103-159 Computer Literacy	GEN ED		Non-transferable courses		
809-101 College 101					
104-134 Email & Mobile Marketing	MKT	3	JOURNAL 1 Elective Credit Bundle = 15 credits Lower level elective transfer credits apply as General Education credits toward the 120-credit minimum for earning a bachelor degree.		
104-135 Customer Relationship Management	MKT	3			
104-130 Marketing Digital Design	MKT	3			
104-137 Marketing Presentation & Portfolio	MKT	3			
196-189 Team Building & Problem Solving	MGMT	3			
102-110 Introduction to Business	BUS	3	BUS 198 Intro to Business (XS)	BUS	
102-120 Principles of Management	MGMT	3	MHR 351 Essentials of Organizational Behavior ¹¹	MHR	
104-102 Marketing Principles	MKT	3	MARKET 371 Essentials of Marketing	MKT	
104-136 Leadership & Ethics in the Digital Age	MKT	3	PHIL 6 Philosophy Elective (XC) ¹²	PHIL	
104-132 Website Management	MKT	3	COMP SCI 001 Computer Sci Elective	CS	
Elective Transfer Credits		30	Total Credits to Be Taken at UWO for B.S.		68-73
Total Transfer Credits		60	Total Credits to Be Taken at UWO for B.A.		68-73

Important: The totals shown are estimates. The exact number of credits needed will depend on the specific choices made in USP and Major courses.

Transfer students are encouraged to consult with the UW Oshkosh Transfer Admissions Counselor (transfer@uwosh.edu) for pre-advising regarding the transfer process and course selection.

Notes:

- ¹ Other communication & math choices are available to take at MPTC. The courses listed in Table 1 are the only courses that will transfer to satisfy UWO USP requirements. Statistics is a required course for the Advertising major.
- ² This MPTC program includes two Social Science electives, and there are other choices available. Selecting from the recommended courses listed above will provide the most efficient credit transfer.
- ³ Specifics for the B.S. Humanities requirement above, including Explore Culture (XC) from USP:
 - One English Literature course
 - One courses from at least two of the following areas: a) Fine Art (Art/Music/Theatre) b) Philosophy or Global Religions c) Global Language - ½ can be met by transfer course #104-136 as PHIL 6 (see note 12)
 - One additional Humanities course (from any area) be met by required course JOURNAL 141
- ⁴ Specifics for the B.S. Social Science requirement above, including Explore Society (XS) from USP:
 - At least one history course
 - At least one non-history course
 - Two additional Social Science courses (from any area)
- ⁵ B.S. degree requires one additional and higher-level Mathematics course. See program advisor for options.
- ⁶ Specifics for B.S. Natural Science (NS) requirements above, including Explore Lab Science (XL) from USP:
 - Two sequential courses from the same department
 - One course from a second department
 - One additional course: choose a) from a third department, b) an advanced course in the first or second department, or c) an additional higher-level math course
- ⁷ Specifics for the B.A. Humanities requirement above, including Explore Culture (XC) from USP:
 - One English Literature course
 - One Fine Art course
 - One Philosophy or Global Religions course can be met by transfer course #104-136 as PHIL 6 (see note 12)
 - One additional course, which could be lower-level language course could also be met by req. JOURNAL 141
- ⁸ Specifics for the B.A. Social Science requirement above, including Explore Society (XS) from USP:
 - One history course
 - One non-history course
 - Two additional courses from any department
- ⁹ Journalism 199 can be counted only once in department majors or minors.
- ¹⁰ CS 125, HIST 202, & POLI SCI 105 are in the process to be removed from the major requirements.
- ¹¹ 102-120 Principles of Management, which is a required course for this MPTC program, will transfer, only as a part of this agreement, to UWO as MHR 351 Essentials of Organizational Behavior. The credits will be applied to the general education elective total.
- ¹² 104-136 Leadership & Ethics in the Digital Age, which is a required course for this MPTC program, will transfer, only as a part of this agreement, to UWO as a Philosophy elective and USP (XC) course.

This pre-advising agreement can be viewed online at uwosh.edu/admissions/how-to-apply/transfer/transfer-agreements.

Questions regarding this agreement may be directed to:

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