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 Interactive Web Management (IWM)

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 Interactive Web Management 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 Interactive Web Management.

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 Interactive Web Management.

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 Interactive Web Management-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 Interactive Web Management 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 Interactive Web Management- 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
_____   Jun 7, 2023
Anne Stevens   _____
Dean, College of Letters and Science   Date

John Koker
_____   Jun 7, 2023
John Koker (Jun 7, 2023 12:48 CDT)   _____
John Koker   Date
Provost and Vice Chancellor

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

Moraine Park Technical College

Bobbi Fields
_____   Jun 5, 2023
Bobbi Fields   _____
Dean of Applied Technology and Trades   Date

James V. Eden
_____   Jun 6, 2023
James Eden   _____
Vice President – Teaching and Learning   Date

Bonnie Baerwald
_____   Jun 6, 2023
Bonnie Baerwald
President

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 Interactive Web Management (IWM)

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 Interactive Web Management 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 801-198 Speech		Comm. Elective [1]	3	COMM 111 Introduction to Public Speaking		Speaking	
804-189 Introductory Statistics 804-195 College Algebra with Applications 804-196 Trigonometry with Applications		Math Elective [1]	3	MATH 189 PBIS Statistics (XM) MATH 104 College Algebra (XM) MATH 106 Trigonometry (XM)		Explore: Math (XM)	
				Explore: Lab Science, 2 courses		Explore: Science (XL)	8
809-198 Intro to Psychology 809-199 Psychology of Human Relations		Behavioral Science Elective	3	PSYCH 101 General Psychology (XS) PSYCH 8 Psychology Elective (XS)		Explore: Society (XS)	3
809-196 Introduction to Sociology 809-172 Intro to Diversity Studies 809-122 Intro to American Government 809-195 Economics		2 Social Science Electives [2]	6	SOC 101 Intro to Sociology (XS)(ES) SOC 13 Sociology Elective (XS)(ES) POLI SCI 105 Am. Govt. & Politics (XS) ECON 101 General Economics (XS)			
				Six (6) of the twelve (12) total required Explore Culture will be met with Journalism courses in Table 2.		Explore Culture (XC)	6
				Ethnic Studies *This may overlap with an (XS) or (XC) course transferred to or taken at UWO.*		Ethnic Studies (ES)	0-3
				Global Citizenship *Can be met by overlap with an (XC) course taken at UWO.*		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**
			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
includes general education credits from	Table 2	15	Two additional Natural Science courses		Natural Sci [6]	6-8
General Education Credits to Transfer		33	**Remaining General Education Credits for B.S.**			**32-34**

[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**
			French, German, Spanish, Japanese or American Sign Language: achieve 4th semester-level competency. *Students with prior experience may show competency via UW-System placement test.*		Global Language	9-14
			English literature course (XC)		Humanities [7]	*See Table 1*
	Table 1	18	Fine art course (XC)			
includes general education credits from	Table 2	15	History course (XS)		Social Sci [8]	3
General Education Credits to Transfer		33	**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							
102-110 Introduction to Business		BUS	3	*Introductory*	BUS 198 Intro to Business (XS)	BUS	
					INFO SYS 151 Creating the Digital Future	IS	3
					JOURNAL 221 Writing for the Media	JRNL	3
				Technical	COMP SCI 125 World Wide Web Site Development	COMP SCI	3
					COMP SCI 142 Introduction to Computer Science & Programming	COMP SCI	3
					INFO SYS 311 Essentials of Information Systems	IS	3
					INFO SYS 350 E-Commerce Technology Management	IS	3
					INFO SYS 352 Technology Innovation	IS	3
104-102 Marketing Principles		MKT	3	*Business*	MARKET 371 Essentials of Marketing	MKT	
104-134 Email & Mobile Marketing		MKT	3		MARKET 363 Digital Marketing	MKT	

MPTC Course	Dept	Cr	Category	UWO Course	Dept	Cr
			Media	COMP SCI 247 Introduction to Usability	CS	3
104-131 Social Media Management	MKT	3		JOURNAL 340 Digital & Social Media Strategy	JRNL	
				JOURNAL 440 Digital & Social Media Applied	JRNL	3
104-117 Public Relations	MKT	3	Journalism/CS Electives	JOURNAL 211 Principles of Public Relations	JRNL	
104-125 Advertising & Social Media Campaign	MKT	3		JOURNAL 250 Principles of Advertising	JRNL	
104-133 Social Video Creation	MKT	3		JOURNAL 199 Journalism Elective	JRNL	
104-130 Marketing Digital Design	MKT	3		JOURNAL 199 Journalism Elective	JRNL	
104-132 Website Management	MKT	3		COMP SCI 001 Computer Sci Elective	CS	
				Upper-level Electives (300s or 400s): • Journalism or Computer Science (choice 1) • Journalism or Computer Science (choice 2) • Journalism or Computer Science (choice 3)	JRNL and/or CS	9
				Choose one: • BUS 340 Business Internship • COMP SCI 399 Internship in Computer Science • JOURNAL 427 Professional Journalism Internship	BUS CS or JRNL	1-3
				BUS 488 IWM Portfolio Seminar	BUS	1
Program Transfer Credits		**27**		**Major Program Credits Remaining**		**38-40**

Other MPTC Marketing & Social Media Management Courses						
103-159 Computer Literacy	GEN ED		Non-transferable courses			
809-101 College 101						
104-135 Customer Relationship Management	MKT	3	JOURNAL 1 Elective Credit Bundle = 9 credits Lower level elective transfer credits apply as General Education credits toward the 120-credit minimum for earning a bachelor degree.			
104-137 Marketing Presentation & Portfolio	MKT	3				
196-189 Team Building & Problem Solving	MGMT	3				
102-120 Principles of Management	MGMT	3	MHR 351 Essentials of Organizational Behavior [9]	MHR		
104-136 Leadership & Ethics in the Digital Age	MKT	3	PHIL 6 Philosophy Elective (XC) [10]	PHIL		
Elective Transfer Credits		**15**	**Total Credits to Be Taken at UWO for B.S.**			**70-74**
Total Transfer Credits		**60**	**Total Credits to Be Taken at UWO for B.A.**			**70-77**

Important: The totals shown are underlined 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.

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 10)
   - 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 10)
   - 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

9 102-120 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.

10 104-136 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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