

**ARTICULATION AGREEMENT
BETWEEN
UNIVERSITY OF WISCONSIN-STOUT
AND
WESTERN TECHNICAL COLLEGE**

This Agreement is entered into between **Western Technical College** (hereinafter sending institution), and the **University of Wisconsin-Stout, Menomonie, WI** (hereinafter receiving institution). This Agreement and any amendments and supplements shall be interpreted pursuant to the guidelines set forth in the University of Wisconsin System Academic Information Series (ACIS) policy 6.2 Guidelines for Articulation Agreements between UW System Institutions and WTCS Districts as well as policy 6.0 Undergraduate Transfer Policy. Both institutions agree to maintain accreditation by the Higher Learning Commission of the North Central Association of Colleges and Schools and any other accreditation currently in existence pertaining to degree programs articulated via the transfer agreement.

The sending institution has established an **Associate of Applied Science degree in Digital Marketing** (hereinafter sending program), and the receiving institution has established a **Bachelor of Science degree in Digital Marketing Technology** (hereinafter receiving program), and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

I. Admission and Graduation Requirements

- A. The receiving institution's admission and program admission requirements apply to both direct entry students and to students who transfer under this agreement.
- B. Students must fulfill the graduation requirements at both institutions to include:
 - 1. General Education, Racial & Ethnic Studies, and Global Perspective requirements.
 - 2. Students at UW-Stout will be required to complete a minimum of 32 credits in residence for a bachelor's degree at UW-Stout.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.

II. Transfer of Credits

- A. The receiving institution will apply 51 of the 60 credits from the sending program. A total of 69 credits remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Articulation Table.
- C. Elective courses taken or substituted at the sending institution and sending program not listed in this agreement will be reviewed on a case-by-case basis and determined how they may apply to the degree at the receiving institution.

III. Implementation and Review

- A. The Provost, Dean, Program Director, or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements; assuring compliance with system policy, procedure, and guidelines; and conducting a periodic review of this agreement.

- B. The University of Wisconsin-Stout and Western Technical College will provide academic advising to learners inquiring about UW-Stout's programs. Learners will be connected with a UW-Stout adviser prior to transfer. UW-Stout and Western Technical College will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. Western Technical College will assist UW-Stout in arranging recruitment events on its campuses.
- C. Any marketing of this agreement will be subject to the prior approval of both parties and will adhere to each institution's standards for the use of its name and logo. Each institution will assume responsibility for appropriate marketing to reach its student population. Each institution may provide a link to this agreement and/or the other institution on its website, with notice to the other party.
- D. Both parties agree that failure to maintain regional accreditation will be grounds for termination of the agreement. Failure to maintain accreditation required by the specific academic program(s) referenced in this agreement will be grounds for exclusion of that program from the agreement.
- E. This Articulation Agreement is effective on 11/01/2024 and shall remain in effect until the end date of 11/01/2029 or for five years, whichever occurs first, unless terminated or amended by either party with 180 days (six months) prior written notice.
- F. The college and university shall work with students to resolve the transfer of courses should changes to either program occur while the agreement is in effect.
- G. This Articulation Agreement will be reviewed by both parties beginning 05/01/2029 (within six months of the end date).
- H. When a student enrolls at the receiving institution following this agreement, the receiving institution will encode any course waivers and substitutions.
- I. This articulation agreement applies only to the receiving program in effect Spring 2025 until revised.

PROGRAM ARTICULATION TABLE

	Western Technical College	University of Wisconsin-Stout
Program name	Digital Marketing	Digital Marketing Technology
Award Type (e.g., AAS)	A.S.	B.S.
Credit Length	60 credits	120 credits
Program admission requirements (if any)		Minimum Cumulative 2.0 GPA required

SECTION A - General Education

Western Technical College			University of Wisconsin Stout						
Course Prefix & Number	Course Name	Credits	Course Prefix & Number	Course Name	~ GE	~ RES GLP	Credits Applied	Credits NOT Applied	Equip Sub Wav
General Education									
~801-136 or 801-197	English Composition 1 or Technical Reporting	3	*ENGL 101 Or ENGL-320	Composition 1 Or Professional and Technical Communication	COMSK		3	3	Equip
809-198 Or 809-231	Intro to Psychology or General Psychology	3	PSYC-110	Intro to Psychology	SBSC		3		Equip
804-123	Math with Business Apps	3	MATH-123	Finite and Financial Math	ARNS		3		Sub

801-198	Speech	3	**COMST-GXX	Communication Stout Core	COMSK		3		Equiv
809-195	Economics	3	ECON-201	General Economics	SBSC	GLP	3		Equiv
General Education Total		15		Section A Subtotal			15	0	

Special Notes, if any:

- *A grade of C- or better is required to move on to ENGL 102 Composition 2.
- ** COMST-GXX will satisfy the Public Speaking requirement within Stout Core General Education.
- ~ Recommended course based on B.S. Digital Marketing Technology curriculum at UW-Stout.

SECTION B – Major, Concentration, Emphasis, Electives, or Other

			Professional Management Core					
104-114	Marketing Principles	3	BUMKG-330	Principles of Marketing		3		Equiv
104-155	Marketing Research	3	BUMKG-479	Marketing Research		3		Equiv
104-169	Internet Marketing	2	DMT-XXX	Digital Marketing Electives		2		Equiv
104-140	Inbound Marketing	3	DMT-XXX	Digital Marketing Electives		1	2	Equiv
196-188	Project Management	3	INMGT-365	Project Management		3		Equiv
Or	Or							
104-152	Project Mgmt. Principles							
104-117	Integrated Marketing Campaign	3	BUMKG-370	Integrated Marketing Comm		3		Equiv
104-109	Social Media Strategies	3	BUMKG-391	Principles of Social Media Marketing Management		3		Sub
				Selectives (17-18 credits)				
102-169	Business Concepts	2						
809-106	Strengths Seminar	1	DMT-XXX	Digital Marketing Electives		3		Equiv
104-134	Email Marketing	3	DMT-XXX	Digital Marketing Electives		3		Sub
103-111	Computer Applications for Business	3	ICT-XXX	Info Comm Technology Electives		3		Equiv
104-176	Digital Advertising	3	DMT-XXX	Digital Marketing Electives		3		Equiv
104-174	SEO and Market Analytics	3	DMT-XXX	Digital Marketing Electives		3		Equiv
104-106	E-Commerce	3	BUMGT-XXX	Business Management Electives		3		Equiv
104-177	Content Marketing	3	Not applicable to UW-Stout's program requirements. See Section E for credit awarded (if applicable).					
104-175	Digital Design Components	2						
104-182	Personal Brand Management	2						
Major, Emphasis, Unrestricted Electives Total		45	Section B Subtotal			36	9	
Total College Credits Applied (sum of sections A and B)						51	9	

Special Notes, if any:


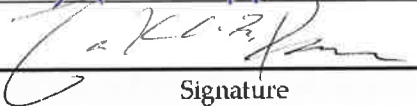
SECTION C - Remaining University of Wisconsin-Stout Requirements

			General Education	
ENGL-102	Composition 2			3
	Natural Science with a Lab (ARNS)			4
STAT-130	Elementary Statistics			3
or	Or			
STAT-320	Statistical Methods			3
	Social Responsibility and Ethical Reasoning Stout Core			3
	Arts and Humanities Stout Core			6
	Stout Core Electives			6
Remaining General Education				25
			Professional Technology Core	
CS-141	Introduction to Programming			3
DMT-101	Intro to Digital Marketing Technology			1
DMT-275	Web Production and Distribution			3
DMT-311	Info and Communication Technologies Analytics			3
DMT-449	Cooperative Education Experience			1
DMT-475	Dynamics Web Technologies			3
DMT-485	Search Engine Optimization			3
GCOM-141	Graphic Communications			3

	ICT-215	Cybertechnology Ethics	3
	ICT-305	Information Systems for Enterprise	3
	ICT-255	Basic Data Concepts	3
	ICT-355	ICT Systems Analysis and Design	3
	ICT-405	Enterprise Technology Seminar	3
	DMT-300 or DMT-400	Special Topics in Digital Marketing Technology	3
		Remaining Professional Technology Core	38
		Professional Management Core	
	BUACT-206	Intro to Financial Accounting	3
	BUINB-260	International Business	3
		Remaining Professional Management Core	6
		Total Remaining UW-Stout Credits	69
Special Notes, if any:			

SECTION D - Summary of Total Program Credits			
Western Technical College Credits		University of Wisconsin Stout Requirements	
General Education	15		
Major, Concentration Emphasis, Electives or Other	45		
Total College Credits	60	Total College Credits Applied	51
		Remaining credit to be taken at University (receiving) Institution	69
		Total Program Credits	120
Special Notes, if any:			

SIGNATURE BLOCKS

Western Technical College	Name	Signature	Date
Vice President of Learning	Rebecca Hopkins		10/11/2024
Dean of Business	Dr. Zak Pearson		10-11-24
University of Wisconsin-Stout	Name	Signature	Date
Program Director	Pam Vaver	Pam Vaver	10/08/2024
Dean	Dan Freedman	Dan Freedman	10/09/2024
Provost	Glendali Rodriguez	Glendali Rodriguez	10/10/2024

Agreement contact Persons:

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Pam Vaver, vaverp@uwstout.edu, 715-232-2568