

## Articulation Agreement

\_\_\_\_\_ effective date    \_\_\_\_\_ sunset date

Chippewa Valley Technical Graduates from Marketing to Management, Business Administration, Strategic Management Information Systems

**Department: Management, Business Administration, Strategic Management Information Systems, Human Services Management (Cardinal Stritch) Marketing (CVTC)**

Chippewa Valley Technical College offers the two – year Marketing. Cardinal Stritch University agrees to accept the courses from the Marketing as listed in this agreement for equivalency or direct transfer into Management, Business Administration, Strategic Management Information Systems, Human Services Management. Graduates who qualify for admission as a transfer student will be granted transfer credit as listed in this agreement.

Eligibility for participation:

1. Meet the general admission requirements to Cardinal Stritch.
2. Earn a minimum of a 2.0 GPA with a C in each course. This will include grades from only those courses that were repeated and resulted in a final grade of C-.
3. Technical College courses taken outside the stipulated program course will be considered but not automatically accepted for transfer.
4. Each institution will annually review the course alignment and confirm with the appropriate designee the continuance of this agreement.

| University Course | CVTC Course                          | Credits |
|-------------------|--------------------------------------|---------|
|                   | 102-131 Introduction to Business     | 3       |
|                   | 103-102 Microsoft Office Suite       | 2       |
|                   | 104-102 Marketing Principles         | 4       |
|                   | 104-104 Professional Selling         | 4       |
|                   | 104-105 Marketing Research           | 3       |
|                   | 104-125 Promotion Principles         | 3       |
|                   | 196-164 Supervision of Personnel     | 3       |
|                   | 104-115 Marketing Decision Making    | 3       |
|                   | 104-140 Business to Business Selling | 3       |
|                   | 104-152 Technology in Marketing      | 2       |
|                   | 104-166 Applied Marketing Experience | 4       |
|                   | 101-105 Introduction to Accounting   | 3       |

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|--------------------------|--|---|
|                          | 101-111 Accounting 1                             | 4 |
|                          | 104-169 Marketing Internship                     | 3 |
|                          | 104-182 Professional Development for Marketing   | 2 |
|                          | 104-183 Marketing Management                     | 3 |
|                          | 104-111 Consumer Behavior                        | 3 |
|                          | 104-108 Retail Merchandising                     | 3 |
|                          | 102-130 Small Business Management                | 3 |
|                          | 102-150 International Business                   | 3 |
|                          | 104-126 Advanced Promotions                      | 3 |
| <b>General Education</b> |  |   |
|                          | 801-195 Written Communications                   | 3 |
|                          | 801-196 Oral/Interpersonal Communications        | 3 |
|                          | 804-106 Introduction to College Mathematics      | 3 |
|                          | 809-198 Introduction to Psychology               | 3 |
|                          | 801-198 Speech                                   | 3 |
|                          | 809-195 Economics                                | 3 |
|                          | 809-166 Intro to Ethics: Theory and Applications | 3 |
|                          | 809-172 Race, Ethnic and Diversity               | 3 |
|                          | 809-196 Introduction to Sociology                | 3 |

**Authorization**

\_\_\_\_\_  
 CVTC Program Director

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 CVTC Vice President of Education

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 University Department Dean

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Universtiy Academic Provost

\_\_\_\_\_  
 Date