PROGRAM ARTICULATION TABLE

	College (sending)	University (receiving)
Program name	Digital Marketing	Digital Marketing Technology
Award Type (e.g., MS)	A.A.S.	B.S.
Credit Length	63	120
Program admission requirements (if any)		Minimum Cumulative 2.0 GPA required

SECTION A - General Education

College (sending)			University (receiving)						
Course Prefix & Number	Course Name	Credits	Course Prefix & Number	Course Name	GE	RES/ GLP	Credits Applied	Credits Not Applied	Equiv Sub Waiv
	General Education								
801 136	English Composition 1	3	*ENGL 101	Composition 1	COMSK		3		Equiv
801 196 801 198	Oral/Interpersonal Comm -OR- Speech	3	COMST 100	Fundamentals of Speech	COMSK		3		Equiv
A804107 804 118 A804189	College Mathematics -OR- Intermediate Algebra w/App -OR- Introductory Statistics	3 (4) 3	MATH GXX MATH 90 STAT 130	Math Electives Intermediate Algebra Elementary Statistics	GE SEL ARNS		3 3	(4)	Equiv
809 122 809 172 809 196	Intro to American Government OR Intro to Diversity Studies -OR- Intro to Sociology	3	POLS 210 SOC GAGCS SOC 110	American Government Sociology Electives Introductory Sociology	SBSC	RES RES GLP	3		Equiv
809 188 809 198	Developmental Psychology -OR- Intro to Psychology	3	HDFS 255 PSYC 110	Lifespan Human Devt Introduction to Psychology	SBSC		3		Equiv
809 195	Economics	3	ECON 201	General Economics	GE SEL	GLP	3		Equiv
General Education Total		**18**		**Section A Subtotal**			**18**	**(4)**	

Special Notes, if any: *A grade of C- or better is required to move on to ENGL 102 Composition 2.

^ One of these two courses are recommended.
() This course is considered a remedial Math course and will not count towards graduation requirements at UW-Stout.

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

				Professional Technology Core					
104 108	Adobe Visual Design	3	GCOM 141	Graphic Communications			3		Equiv
152 187	Web Site Development for Business	3	DMT 275	Web Production and Distribution			3		Equiv
				Professional Management Core					
*101140 102 121	Accounting 1 -OR- Finance and Budgeting	3	BUACT 206 BUFIN XXX	Intro to Financial Accounting Business finance Electives			3	(3)	Equiv
104 102	Marketing Principles	3	BUMKG 330	Principles of Marketing			3		Equiv
104 107	Social Media Marketing	3	BUMKG 391	Principles of Social Media Mktg Mgmt			3		
104 174	Marketing Research	3	BUMKG 479	Marketing Research			3		Equiv
104 125	Promotion Management	4	BUMKG 370 BUMKG XXX	Integrated Marketing Communications Business Marketing Elective			3	1	Equiv
				Selectives (17 Credits) ~Only 17 of the 18 credits listed below will count towards degree.					
104 180	Internet and Mobile Marketing	3	BUMKG 350	Digital Marketing Strategy & Practice			3		Sub
102 101	Intro to Business	3	BUMGTXXX	Business Electives			3		Sub
104 105	Professional Selling	3	BUMKG XXX	Business Marketing Elective			3		Sub
104 109	Adobe Video Design	3	DMTXXX	Digital Marketing Elective			3		Sub
104 121	Fund of Marketing Communication	3	BUMKG XXX	Business Marketing Electives			3		Sub
104 160	Marketing Management	4	BUMKG 436 BUMKG XXX	Marketing Management Business Marketing Elective			2	2	Sub
103 106	Microsoft Office-Introduction	3		Not applicable to UW-Stout's program requirements.					

103 124	I Excel-Intermediate	1	See Section E for credit awarded (if applicable).		
			Section B Subtotal	**38**	**7**
Major, Emphasis, Unrestricted Electives Total		**45**	**Total College Credits Applied (sum of sections A and B)**	**56**	**7**

Special Notes, if any:
*Recommended course to take. Course 102 121 will not apply to UW-Stout degree requirements.

SECTION C - Remaining University {receiving) Requirements

	General Education		
ENGL 102	Composition 2		3
MATH 118	Concepts of Mathematics		4
STAT-130 **OR** GE SEL	Elementary Statistics **OR** GE Selective (dependent on course taken @ Mid-State Technical College)		3
	Natural Science with Lab		4
	Arts and Humanities		6
	Social Responsibility & Ethical Reasoning		3
	Remaining General Education		**23**
	Major Studies		
	Professional Technology Core		
CS 141	Introduction to Programming		3
DMT 101	Intro to Digital Marketing Technology		1
DMT 311	Information and Communication Technologies Analytics		3
DMT449	Cooperative Education Experience		1
DMT475	Dynamic Web Technologies		3
DMT485	Search Engine Optimization		3
DMT 300 **OR** DMT400	Special Topics in Digital Marketing		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
	Selective - CS, DMT, GCOM or ICT		3
	Professional Management Core		
BUINB 260	International Business		3
INMGT 365	Project Management		3
	Remaining Major Studies		**41**
	Total Remaining UW-Stout Credits		**64**

Special Notes, if any:

SECTION D - Summary of Total Program Credits

College (sending) Credits		University (receiving) Requirements	
General Education	18		
Major, Concentration Emphasis, Electives or Other	45		
Total College Credits	63	**Total College Credits Applied**	56
		Remaining credit to be taken at University (receiving) Institution	64
		Total Program Credits	120

SECTION E- Sending Institution courses transferable, but not applicable to Receiving Institution program requirements AND Sending Institution courses not transferable.					
103 106	Microsoft Office-Introduction	3	ICTXXX	ICT Electives	3
103 124	Excel-Intermediate	1	ICTXXX	ICT Electives	1
Total (Sending College) Credits not applicable to Receiving Institution requirement		4			s

SIGNATURE BLOCKS

Two-Year College	Name	Signature	Date
Vice President, Academics	Christopher Severson	7/10/2023	
University of Wisconsin-Stout	Name	Signature	Date
Program Director	Pam Vaver	**07/10/2023**	
Interim Dean	Cindy Neidermyer	**07/10/2023**	
Provost	Glendali Rodriguez	**07/10/2023**	