

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

This Agreement is entered into between **Gateway Technical College** (hereinafter Gateway Technical College), 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.

Gateway Technical College has established an **AAS Marketing – General Marketing** (hereinafter sending program), and the receiving institution has established a **B.S. Marketing & Business Education – Business Education License, Marketing Education License, Dual-License** (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. A minimum of 32 semester credits must be earned from UW-Stout to receive a degree from UW-Stout.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.
- D. Education majors are admitted as Pre-Education. Acceptance into the UW-Stout professional program is based upon academic and non-academic criteria determined by the School of Education.
- E. A minimum of 2.75 cumulative GPA on transferable work is required for Education majors.
- F. Admission to UW-Stout does NOT guarantee admission to the professional program in the UW-Stout School of Education. To be admitted to the professional program, the student must have met the following Benchmark I Performance Based Assessment Requirements:
 - 1. Completed 40 semester credit hours
 - 2. 2.75 or greater cumulative GPA at UW-Stout
 - 3. Passed National background check (good for 3 years)

4. Passed Pre-Professional Skills Test OR CORE test (effective Fall 2014) OR have acceptable ACT, SAT or GRE scores that are no more than five years old from the time the student enrolls in the program.
5. "C" or better in English and Speech requirements
6. Complete Intro to major course ("C" or better)
7. Completed EDUC 326 Foundations of Education ("C" or better)
8. Satisfactory completion of Benchmark I:
 - i. Satisfactorily completed EDUC 326 Foundations of Education for portfolio*
 - ii. Satisfactorily completed resume for portfolio*
 - iii. Satisfactory rating on Disposition Assessment by Faculty*
 - iv. Satisfactorily completed artifacts and reflection evidences for electronic portfolio*
 - v. Satisfactory rating on Benchmark I

*To be completed in required course.

II. Transfer of Credits

- A. The receiving institution will apply 31-40 of the 70 credits from the sending program. A total of 83-100 credits remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Articulation Table.
- C. Courses are specifically identified in the attached Program Articulation Table requiring grades of "C" or higher that may be used towards the degree program. Grades received less than a "C" must be repeated if student is admitted into the program based on overall admission requirements.
- D. Elective courses taken or substituted at Gateway Technical College 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 Gateway Technical College will provide academic advising to Gateway learners inquiring about UW-Stout's programs. Learners will be connected with a UW-Stout adviser prior to transfer. UW-Stout and Gateway will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. Gateway 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. Gateway desires to track the articulation agreements by its students. If possible, receiving institution will send Gateway the total number of credits transferred from Gateway annually or other data that can be conveniently produced. This data needs to be requested by Gateway on an annual basis with ample lead time by UW-Stout to produce the data with a requested due date that the data is needed by Gateway.
 - F. This Articulation Agreement is effective on 11/11/2016 and shall remain in effect until the end date of 11/11/2021 or for five years, whichever occurs first, unless terminated or amended by either party with 180 days (six months) prior written notice. Gateway students who apply to UW-Stout prior to the cancellation date will be permitted to transfer credits under the agreement terms.
 - G. 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.
 - H. This Articulation Agreement will be reviewed by both parties beginning 05/11/2021 (within six months of the end date).
 - I. When a student enrolls at the receiving institution following this agreement, the receiving institution will encode any course waivers and substitutions.
 - J. This articulation agreement applies only to the receiving program in effect fall 2016 until revised.

PROGRAM ARTICULATION TABLE

	Gateway Technical College	University of Wisconsin-Stout
Program name	Marketing – General Marketing	Marketing & Business Education – Business Education Licensure (BE) Marketing Education Licensure (ME) Marketing & Business Education Dual Licensure (DL)
Award Type (e.g., AAS)	AAS	BS
Credit Length	70	124 (BE) 123 (ME) 139 (DL)
Describe program admission requirements (if any)		2.75 cumulative GPA

SECTION A - General Education

Gateway Technical College			University of Wisconsin-Stout				
Course Prefix & Number	Course Name	Credits	Course Prefix & Number	Course Name	GE Area	Credits Applied	Equiv Sub Wav
General Education							
*801-136	English Composition 1	3	ENGL 101	Composition 1	COMSK	3	Equiv
*801-196 OR *801-198	Oral/Interpersonal Communication Speech	3	COMST 100	Fundamentals of Speech	COMSK	3	Equiv
* 801-197	Technical Reporting	3	<i>ENGL 320</i>	<i>Professional & Technical Communication</i>		`3	
804-123 OR ^804-115	Math with Business Applications College Technical Math 1	3 5	MATH GXX MATH 120 MATH GXX	Math Electives Intro to College Math I Math Elective	ARNS	~(3) 4 ~(1)	Equiv
804-144	Macroeconomics	3	ECON 210	Principles of Economics I	SBSC	3	Equiv
809-198	Introduction to Psychology	3	PSYC 110	General Psychology	SBSC	3	Sub
809-172	Intro to Diversity Studies	3	SOC GAGCS	Sociology Elective		~(3)	
General Education Total		21-23	Section A Subtotal			16	

Special Notes, if any:

- *Requires a grade of C or better to apply to program requirements
- ^Recommended option
- ~Credit will not apply to any area
- `Equivalent credit applied to Section B

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

Major, Concentration, Emphasis, Electives or Other Courses						Licensure
^101-112 OR *101-114	Accounting for Business Accounting Principles	3	BUACT XXX *BUACT 206	Accounting Electives Intro to Financial Accounting	3	N/A BE/ME/DL
^102-137 OR *102-160	Introduction to Business Business Law	3	BUMGT XXX *BULGL 318	Business Electives Business Law I	3	N/A BE/ME/DL
104-101	Marketing Principles	3	BUMKG 330	Principles of Marketing	3	BE/ME/DL
104-104 AND 104-161	Selling Principles Advanced Selling	3 3	BUMKG 334 BUMKG XXX	Salesmanship & Sales Management Business Marketing Electives	#3 ~(3)	ME/DL
104-105	Promotion Principles	3	BUMKG 370	Integrated Marketing Communications	#3	ME/DL
104-173	Marketing Research	3	BUMKG 479	Marketing Research	#3	ME/DL
104-194	International Marketing	3	BUINB 485	International Marketing	3	BE/ME/DL
* 801-197	<i>Technical Reporting</i>	3	ENGL 320	Professional & Technical Communication	3	BE/ME/DL
103-103	Microsoft Excel II	1	Not applicable to UW-Stout's program requirements. See Section E for credit awarded (if applicable). (continues on next page)			
103-143	Computers for Professionals	3				
104-115	Marketing Capstone/Internship	3				

104-116	Electronic Marketing/Social Media	3	Not applicable to UW-Stout's program requirements. See Section E for credit awarded (if applicable).	
104-119	Visual Merchandising	3		
104-127	Retailing	3		
104-172	Marketing Management	3		
	Electives	6		
			Section B Subtotal	24
Major, Emphasis, Unrestricted Electives Total		49	Total College Credits Applied (sum of sections A and B)	31/40#

Special Notes, if any:

- * Require a grade of C or better to apply to program requirements
- ` Credit counting only on equivalent totals
- ~Credit will not apply to any area
- #Courses will only count towards ME and DL
- ^If either of these courses are taken, credit will transfer but not apply to degree program

SECTION C - Remaining University of Wisconsin-Stout Requirements

		Credits	BE/ME/DL
	General Education		
*ENGL 102	Composition 2	3	
	Life Science w/lab	4	
	Physical Science	2	
	Literature	3	
	Creative/Performing Art	3	
ICT 103	Information Communication Technologies	3	
*EDUC 330	Multiculturalism	3	
ECON 215	Principles of Economic II	3	
	Professional Education		
*MBE 101	Introduction to MBE	3	BE/ME/DL
*EDUC 326	Foundations of Education	2	BE/ME/DL
*MBE 202	Supervision of ME & BE CTSO's	3	BE/ME/DL
*EDUC 303	Educational Psychology	3	BE/ME/DL
CTE 302	Principles of CTE	2	ME/DL
*MBE 301	Marketing & Business Education Methods	3	BE/ME/DL
*CTE 440	Instructional Evaluation in CTE	2	BE/ME/DL
*MBE 312	MBE Pre-Student Teaching	1	BE/ME/DL
*CTE 360	Coordination of Work Based Learning Programs	3	ME/DL
*RDGED 382	Content Area Reading	2	BE/ME/DL
*SPED 430	Inclusion of Students with Exceptional Needs	3	BE/ME/DL
*MBE 355	MBE Seminar	3	BE/ME/DL
*MBE 401	Marketing Education Curriculum	2	ME/DL
*MBE 411	Business Methods and Curriculum	5	BE/DL
*MBE 409	ME Student Teaching	8 16	DL ME
*MBE 419	BE Student Teaching	8 16	DL BE
	Technical Education		
BUACT 207	Corporate & Managerial Accounting	3	BE/ME/DL
STAT 130	Elementary Statistics	2	BE/ME/DL
BUMGT 304	Principles of Management	3	BE/ME/DL
*MBE 365	Integrated Software Applications	3	BE/DL
*MBE 366	Integrated Media Applications	3	BE/DL
ICT 303	ICT Essentials	3	BE/DL
FCSE 380	Consumer Economics	3	BE/DL
BUMGT 480 OR TRDIS 220	Entrepreneurship: Small Business Plan OR Insights into Innovation and Ideation	3	BE/ME/DL
Total Remaining UW-Stout Credits			BE - 84 ME - 83 DL - 100

Special Notes, if any:

- * Require a grade of C or better to apply to program requirements

SECTION D - Summary of Total Program Credits			
Gateway Technical College Credits		University of Wisconsin-Stout Requirements	
General Education	21		
Major, Concentration Emphasis, Electives or Other	49		
Total College Credits	70	Total College Credits Applied	#31/40
		Remaining credit to be taken at UW-Stout	BE - 84 ME - 83 DL - 100
		Total Program Credits	BE - 124 ME - 123 DL - 140
Special Notes, if any: # 9 credits apply only to ME and DL			

SECTION E – Gateway Technical College courses transferable, but not applicable to University of Wisconsin-Stout program requirements AND Gateway Technical College courses not transferable.					
103-103	Microsoft Excel II	1	ICT XXX	ICT Elective	1
103-143	Computers for Professionals	3	ICT XXX	ICT Elective	3
104-115	Marketing Capstone/Internship	3	BUMKG XXX	Business Marketing Electives	3
104-116	Electronic Marketing/Social Media	3	BUMKG XXX	Business Marketing Electives	3
104-119	Visual Merchandising	3	BUMKG XXX	Business Marketing Electives	3
104-127	Retailing	3	BUMKG XXX	Business Marketing Electives	3
104-172	Marketing Management	3	BUMKG XXX	Business Marketing Electives	3
	Electives	6	BUMKG XXX	Business Marketing Electives	6
Total Gateway Technical College Credits not applicable to UW-Stout requirements		25			

SECTION F – Additional courses that may be taken at Gateway Technical College applicable to the program at the University of Wisconsin-Stout but not applicable to the program at Gateway Technical College						
NONE OF THESE COURSES ARE APPLIED TO ANY OF THE OTHER SECTIONS ABOVE.						
Gateway Technical College			University of Wisconsin-Stout			
Course Prefix & Number	Course Name	Credits	Course Prefix & Number	Course Name	Credits	Area Applied
101-131	Management Accounting	3	BUACT 207	Intro to Corporate & Managerial Acctg	3	Tech Ed
107-175 OR 605-180	Microcomputer Programming Computer Essentials	4	ICT XXX	ICT Electives	4	Tech Ed(z)
196-191	Supervision	3	BUMGT 304	Principles of Management	3	Tech Ed
801-150	English Composition II	3	ENGL 102	Composition 2	3	COMSK
804-189	Introductory Statistics	3	STAT 130 STAT GXX	Elementary Statistics Statistics Elective	2 *(1)	Tech Ed
806-114	General Biology	4	BIO 101	Introductory Biology	4	ARNS/LIFE
804-134 Or 806-154	General Chemistry General Physics	4	CHEM 115 PHYS 211 PHYS 212	General Chemistry Introductory Physics Introductory Physics Lab	4 3 1	ARNS/PHYS
809-193	Microeconomics	3	ECON 215	Principles of Economics II	3	GE Elec
Total additional Gateway Technical College Credits applicable to UW-Stout requirements		27			25	
Special Notes, if any: Z=will sub for ICT 303 ICT Essentials required for BE and only 3 credits will apply. *=extra 1 credit will not apply to UW-Stout degree						

Signatures completed *December 22, 2016*. A copy of the signed agreement available upon request.

SIGNATURE BLOCKS

Two-Year College	Name	Signature	Date
President	Dr. Bryan Albrecht		
Associate Dean	Joseph Fullington		
Executive VP/Provost	Zina Haywood		
University of Wisconsin-Stout	Name	Signature	Date
Program Director	Dr. Debbie Stanislawski		
Dean	Dr. Robert Salt		
Provost	Dr. Patrick Guilfoile		

Agreement contact Persons:

UW-Stout:

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UW-Stout/Gateway Technical College

Marketing & Business Education (ME,BE,DL)/Marketing-General Marketing

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