

# 2023-2024 Block Transfer Map: Qualifying Transfer Associate Degree from a Wyoming Community College to the University of Wyoming

## Marketing, B.S.B.

This Block Transfer has been written for students who have earned a qualifying transfer associate degree (*Associate of Arts (AA)*, *Associate of Science (AS)*, *Associate of Business (AB)*, or *Associate Degree in Nursing (ADN)*) with a minimum of sixty (60) credits in any major from one of the Wyoming Community Colleges (WYCC) who wish to complete the B.S.B with a major in Marketing at the University of Wyoming (UW).

While some of the courses taken for the associate degree at the Community College are not specified in this document, the UW degree program relies on the foundational coursework completed for the associate degree to prepare the student for baccalaureate-level study.

Create a [WyoTransfer](#) account now to see how all of your completed coursework fulfills your specific degree requirements.

Courses/categories that could/should be taken at the WYCCs are highlighted in GREEN. Students may satisfy these requirements by taking an equivalent course at a community college. The UW course is listed on the left; if a community college offers an equivalent course, it will be listed under the community college name in the table.

Courses/categories that are offered at some (but not all) of the WYCCs and at UW are highlighted in TURQUOISE. Students may take these courses at a community college that offers an equivalent course or after transferring to UW.

Courses/categories that must be taken at UW are highlighted in GOLD. If a student wishes to take any of these course at another institution, they must speak with their UW academic adviser.

### BLOCK 1: University Studies Program (USP) Requirements

This degree requires that The University Studies Program 2015 requirements are met before graduation. Some of the courses required for this major fulfill USP requirements, but not all. Students should check their degree evaluations and consult with their assigned academic advisor to discuss their specific course plan.

Please refer to the [University Catalog](#) and click on the link in the left-hand navigation pane titled “The University Studies Program 2015” for more information.

A grade of C or above is required for University Studies Program (USP) categories: FYS, C1, C2, and C3.

	USP Requirement	UW Course in Major
C1	Communication 1 (3cr)	Satisfied upon completion of qualifying associate degree
C2	Communication 2 (3cr)	Satisfied upon completion of qualifying associate degree
C3	Communication 3 (3cr)	MGT 4800 Required for Degree
Q	Quantitative Reasoning (3cr)	MATH 2350, 2200, 2205, STAT 2050 or 2070 Required for degree
PN	Physical and Natural World (1) (3cr)	Satisfied upon completion of qualifying associate degree
PN	Physical and Natural World (2) (3cr)	Satisfied upon completion of qualifying associate degree
H	Human Culture (1) (3cr)	ECON 1010 Required for Degree
H	Human Culture (2) (3cr)	ECON 1020 Required for Degree
V	U.S. & WY Constitution (3cr)	Satisfied upon completion of qualifying associate degree
	Any 3-credit hour of FYS or 3-credit hours of USP electives (3cr)	Satisfied upon completion of qualifying associate degree

## Marketing, B.S.B.

Marketing is a societal process and a set of organizational functions for creating, communicating, and delivering value to customers, and for managing relationships in ways to benefit local and global stakeholders.

### BLOCK 2:

#### University of Wyoming Requirements:

- Total minimum credits required (including transfer credit) is 120 credits.
- Students must complete 42 hours of upper division (3000-level or above) coursework, 30 of which must be taken in residence at UW.
- No more than 4 credits of physical activity may be applied to the minimum credit hour requirement for UW baccalaureate degree.
- Minimum Cumulative GPA is 2.00.
- Students may not take a course for S/U credit to satisfy any requirement unless the course is offered for S/U credit only. (UW S/U grade policy statement for Spring 2020: [covid19-transfer-policy-statement.pdf \(uwyo.edu\)](https://uwyo.edu/covid19-transfer-policy-statement.pdf))
- The UW Office of the Registrar provides final approval of degree completion requirements prior to the awarding of any degree.

#### Additional Requirements:

- All marketing courses for the major require a minimum grade of C (not C-).

### Lower Division Course Requirements

UW Courses	Casper College	Central Wyoming College	Eastern Wyoming College	Laramie County Community College	Northern Wyoming Community College District	Northwest College Wyoming	Western Wyoming Community College
<b>Core Courses</b>							
<b>Math and Statistics Core</b>							
MATH 2350 - Business Calculus (Q) (4cr) or MATH 2200 - Calculus I (Q) (4cr)	MATH 2350 or MATH 2200	Pending CWC Approval	Pending EWC Approval	Pending LCCC Approval	MATH 2350 or MATH 2200	MATH 2350 or MATH 2200	MATH 2350 or MATH 2200
MATH 2355 - Math Applications for Business (4cr) or MATH 2205 - Calculus II (Q) (4cr)	MATH 2355 or MATH 2205				MATH 2355 or MATH 2205	MATH 2355 or MATH 2205	MATH 2355 or MATH 2205
STAT 2050 - Fundamentals of Statistics (Q) (4cr) or STAT 2070 - Introductory Statistics for the Social Sciences (Q) (4cr)	STAT 2050 or STAT 2070				STAT 2050 or STAT 2070	STAT 2050 or STAT 2070	STAT 2050 or STAT 2070
<b>Common Body of Knowledge</b>							
ACCT 2010 - Principles of Accounting I (3cr)	ACCT 2010				ACCT 2010	ACCT 2010	ACCT 2010
ACCT 2020 - Principles of Accounting II (3cr)	ACCT 2020				ACCT 2020	ACCT 2020	ACCT 2020
ECON 1010 - Principles of Macroeconomics (H) (3cr)	ECON 1010				ECON 1010	ECON 1010	ECON 1010
ECON 1020 - Principles of Microeconomics (H) (3cr)	ECON 1020				ECON 1020	ECON 1020	ECON 1020
MGT 2010 - Legal Environment of Business (3cr)	BADM 2010				BADM 2010	BADM 2010	BADM 2010

UW Courses	Casper College	Central Wyoming College	Eastern Wyoming College	Laramie County Community College	Northern Wyoming Community College District	Northwest College Wyoming	Western Wyoming Community College
IMGT 2400 - Introduction to Information Management (3cr)	IMGT 2400				IMGT 2400	IMGT 2400	IMGT 2400
FIN 2100 - Principles of Finance (3cr)	FIN 2100				FIN 2100	FIN 2100	FIN 2100
MGT 2100 - Management and Organization (3cr)	MGT 2100				MGT 2100	MGT 2100 Or MGT 3210	MGT 2100 Or MGT 3210
<i>Note that MGT 3210 at CWC, LCCC, NWC &amp; WWCC meets the course requirement, however, <b>will not</b> satisfy an upper division requirement.</i>							
MKT 2100 - Introduction to Marketing (3cr)	MKT 2100				MKT 2100	MKT 2100 Or MKT 3210	MKT 3210
<i>Note that MKT 3210 at CWC, LCCC, NWC &amp; WWCC meets the course requirement, however, <b>will not</b> satisfy an upper division requirement.</i>							
DSCI 2100 - Introduction to Operations and Supply Chain Management (3cr)						DSCI 3210	DSCI 3210
<i>Note that DSCI 3210 at LCCC, NWC &amp; WWCC meets the course requirement, however, <b>will not</b> satisfy an upper division requirement.</i>							

### Block 3: Upper Division Requirements

UW Course Title	
Common Body of Knowledge	
MGT 4800 - Business Strategy and Policy (C3) (3cr)	
BUSN 4990 – Senior Exit Exam	<i>Zero credit but required for all Marketing graduates</i>
Marketing Core	
MKT 4240 -Consumer Behavior	
MKT 4450 Advanced Marketing Management	
MKT 4520 – Marketing Research and Analysis	
Marketing Electives: 6 credits (Choose at least 6 credits from below)	
MKT 4250 – Digital Marketing (3cr)	
MKT 4440 – Services Marketing (3cr)	
MKT 4540 – International Marketing (3cr)	
MKT 4590 – Sustainable Business Practices (3cr)	
MKT 4900 – Independent Study in Marketing (1-4cr)	
MKT 4910 – Topics in Marketing (3cr)	
SELL 3310 – Professional and Technical Selling (C2) (3cr)	
Advanced Business Electives: 6 Credits	
	<i>Any business courses at a 3000+ level that have not been used to meet any other primary major requirements.</i>

#### **Block 4: Free Electives from Any College:**

- Courses from any college at any level that have not been used to meet any other primary major requirements
- Transfer credits may be applied to this requirement; students should consult their adviser to determine if they need to take any of these courses at the upper division level (3000- or 4000-level).
- As per University Graduation Requirements, a student must complete their degree with 120 overall credits; 42 of which must be upper division.

#### **Additional Information:**

Marketing is a societal process and a set of organizational functions for creating, communicating, and delivering value to customers, and for managing relationships in ways to benefit local and global stakeholders. Marketing majors are employed in a wide variety of industries and governmental agencies where understanding and managing customer relationships are critical. Students find jobs in market research, advertising, public relations, professional selling, non-profit marketing, product management, retailing, digital marketing, and brand management.

The Marketing major is available to students as an online degree completion program.

**Course Substitutions:** Block articulations are intended to reflect direct published equivalencies between institutions. UW academic departments occasionally arrange for course substitutions when indirect equivalencies exist. Please contact your UW Academic Advisor for details.

**EFFECTIVE DATE:** This document is in effect as of the 2023-2024 catalog year; it reflects the published UW curriculum as of that date. Any changes to the UW curriculum or the WYCC course equivalents will require this document to be updated. To request an updated document, faculty should contact [transfer@uwyo.edu](mailto:transfer@uwyo.edu) via email.