

2025-2026 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 courses 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
Q	Quantitative Reasoning (3cr)	MATH 2350, 2200, 2205, STAT 2050, 2070 or SOC 2070
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 or AGECE 1010
H	Human Culture 2 (3cr)	ECON 1020 or AGECE 1020
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: Lower Division Course Requirements

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.
- The UW Office of the Registrar provides final approval of degree completion requirements prior to the awarding of any degree.

Additional Requirements:

- 50% of the business credit hours must be from the University of Wyoming.
- Students must earn a grade of C or better in all Common Body of Knowledge, Major Specific Core, and Major courses.
- Students must have a minimum 2.5 cumulative GPA from the University of Wyoming.
- Students must have a minimum 2.5 GPA in all College of Business coursework.
- Earn a passing score on the Senior Exit Exam required for all College of Business majors.

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
Common Body of Knowledge							
ACCT 2010 - Principles of Accounting I (3cr)	ACCT 2010	ACCT 2010	ACCT 2010	ACCT 2010	ACCT 2010	ACCT 2010	ACCT 2010
ACCT 2020 - Principles of Accounting II (3cr)	ACCT 2020	ACCT 2020	ACCT 2020	ACCT 2020	ACCT 2020	ACCT 2020	ACCT 2020
DSCI 2100 - Introduction to Operations and Supply Chain Management (3cr)				Pending	Pending	Pending	Pending
Pending							
AGEC/ECON 1010 - Principles of Macroeconomics (H) (3cr)	AGEC 1010 OR ECON 1010	ECON 1010	AGEC 1010 OR ECON 1010	AGEC 1010 OR ECON 1010	AGEC 1010 OR ECON 1010	AGEC 1010 OR ECON 1010	ECON 1010
AGEC/ECON 1020 - Principles of Microeconomics (H) (3cr)	AGEC 1020 OR ECON 1020	ECON 1020	ECON 1020	AGEC 1020 OR ECON 1020	AGEC 1020 OR ECON 1020	AGEC 1020 OR ECON 1020	ECON 1020
FIN 2100 - Principles of Finance (3cr)	FIN 2100			FIN 2100	FIN 2100	FIN 2100	
IMGT 2400 - Introduction to Information Management (3cr)	IMGT 2400	IMGT 2400	IMGT 2400	IMGT 2400 Pending	IMGT 2400	IMGT 2400	IMGT 2400
Pending							
MGT 2100 - Management and Organization (3cr)	MGT 2100	Pending	MGT 2100	MGT 2100 Pending	MGT 2100	MGT 2100 Pending	MGT 2100 Pending
Pending							
MGT 2010 - Legal Environment of Business (3cr)	BADM 2010	BADM 2010	BADM 2010	BADM 2010	BADM 2010	BADM 2010	BADM 2010
MKT 2100 - Introduction to Marketing (3cr)	MKT 2100	Pending	MKT 2100	MKT 2100 Pending	MKT 2100	MKT 2100 Pending	Pending
Pending							

BLOCK 2: Lower Division Course Requirements continued

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
Math and Statistics Core							
MATH 2350 - Business Calculus (Q) (4cr) OR MATH 2200 - Calculus I (Q) (4cr)	MATH 2350 OR MATH 2200	MATH 2350 or MATH 2200	MATH 2350 OR MATH 2200	MATH 2350 OR MATH 2200	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	MATH 2355 OR MATH 2205	MATH 2355 OR MATH 2205	MATH 2355 OR MATH 2205
STAT 2050 - Fundamentals of Statistics (Q) (4cr) OR STAT/SOC 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	STAT 2050 OR STAT 2070	STAT 2050 OR STAT 2070	STAT 2050 OR STAT 2070

BLOCK 3: Upper Division Requirements

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 (3cr)	
MKT 4450 Advanced Marketing Management (3cr) (C3)	
MKT 4520 – Marketing Research and Analysis (3cr)	
SELL 3310 - Professional Selling (3cr) (C2)	
Digital Marketing Focus	
MKT 4230 - Integrated Marketing Communication (3cr)	
MKT 4250 - Digital Marketing (3cr)	
MKT 4560 - Advanced Digital Marketing (3cr)	

BLOCK 3: Upper Division Requirements continued	
Professional Selling Focus	
SELL 4310 - Advanced Selling (3cr)	
SELL 4330 - Selling for Impact (3cr)	
SELL 4320 - Enterprise Selling (3cr) SELL 4340 - Professional Sports Sales (3cr) SELL 4910 - Topics in Professional Selling (3cr) MGT 4470 - Negotiations and Conflict Resolution (3cr)	Choose one (1) of the following:
General Marketing Focus	
MKT 4230 - Integrated Marketing Communication (3cr) MKT 4250 - Digital Marketing (3cr) MKT 4440 - Services Marketing (3cr) MKT 4450 - Advanced Marketing Management (3cr) MKT 4540 - International Marketing (3cr) MKT 4560 - Advanced Digital Marketing (3cr) MKT 4590 - Sustainable Business Practices (3cr) SELL 4310 - Advanced Selling (3cr) SELL 4330 - Selling for Impact (3cr)	Choose two (2) of the following:
AND	
Any business course at a 3000+ level that has not been used to meet any other primary major requirement.	

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.

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 2025-2026 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 via email.