



# NWTC TO UWGB: MARKETING

## Program Pathways

### GUARANTEED ADMISSION

Ready to finish as a Phoenix? Upon successful completion of one of the following designated pathways, students are guaranteed admission to UW-Green Bay. Get started at [uwgb.edu/apply](http://uwgb.edu/apply).

### CREDIT SUMMARY

NWTC Program Option	Credits at NWTC	Credits at UWGB	Total Credits
Associate of Arts/Science	62	59	121
Marketing	66	84	150
Business Management	64	72	136

[UWGB.EDU/MARKETING](http://UWGB.EDU/MARKETING)



**NORTHEAST**  
WI Technical College

**FOR MORE INFORMATION, CONTACT:**

**UW-Green Bay:** [uwgb@uwgb.edu](mailto:uwgb@uwgb.edu), 920-465-2111

**NWTC:** [start@nwtc.edu](mailto:start@nwtc.edu), 920-498-5444



UNIVERSITY of WISCONSIN  
**GREEN BAY**

# NWTC TO UWGB: MARKETING

## Pathway Options



### Pathway Option 1:

#### Associate of Arts or Associate of Science Degree

This option provides foundational coursework in an array of fields. Completion of this degree satisfies UWGB General Education requirements.

As part of your Associate Degree, take the following courses at NWTC:

- 20-809-287 Principles of Macroeconomics
- 20-809-291 Principles of Microeconomics
- 10-102-158 Business Principles
- 10-104-110 Marketing Principles
- 10-804-198 Intro to Statistics (AA) or 10-102-150 Business Law and Ethics (AS)
- 10-801-185 English Composition 2

At UW-Green Bay, complete an additional 59 credits for a total of 121 credits

### Pathway Option 2:

#### Marketing Associate Degree

This option provides foundational and advanced coursework in Marketing. Students may choose to enter the workforce upon completion of this degree.

At NWTC, complete the 66-credit degree.

At UW-Green Bay, complete an additional 84 credits for a total of 150 credits.

### Pathway Option 3:

#### Business Management Degree

This option provides foundational and advanced coursework in a wide variety of Business areas. Students may choose to enter the workforce upon completion of this degree.

At NWTC, complete the 64-credit degree.

At UW-Green Bay, complete an additional 72 credits for a total of 136 credits.

### EXAMPLE CAREER PATHS:

Brand Manager, Sales Representative,  
Social Media Manager,  
Product Analyst, Copywriter,  
Advertising Executive

### UW-GREEN BAY GRADUATE PROGRAM OPTIONS:

Business Administration  
(MBA), Management (MS)

