

Transfer Guide Associate Degree Programs

Western Program: Digital Marketing

Viterbo University Program: BBA with major in Marketing

Format: Daytime program on campus (La Crosse)

Minimum GPA for admission: 2.25

Initial effective date: Fall 2022

Western Technical College Course Requirements		
Course No.	Course Title	Credits
10104184	Promotion Principles	3
10104114	Marketing Principles	3
10104103	Marketing Career Preparation	3
10154102	Software Apps for Business	3
10104175	Digital Design Components	2
10104168	Content and Copy Writing	2
10104169	Internet Marketing	2
10104176	Digital Advertising	3
10801136	English Composition 1	3
10104109	Social Media Strategies	3
10196188	Project Management	3
10809198	Intor to Psych	3
10804123	Math w Business Apps	3
10104109	Social Media Strategies	3
10104106	E-Commerce	3
10104174	SEO and Marketing Analytics	3
10801198	Speech	3
10104117	Intergrated Marketing Campaign	3
10104182	Personal Brand Management	3
10104111	Consumer Behavior	3
10809195	Economics	3
Total program credits:		60

Courses Needed at Viterbo University		
Course No.	Course Title	Credits
ARTS XXX	Artistic Awareness	3
ENGL XXX	Literary Analysis Course	3
RLST XXX	Theological Inquiry Course	3
RLST XXX	Integrating Faith and Practice Course	3
VUSM 400	VU Mission Seminar - Ethical Life	3
NAT SCI	Natural Science Gen Ed	4
HIST XXX	Historical Analysis Course	3
PHIL XXX	Philosophical and Moral Inquiry Course	3
ACCT 211	Financial Accounting	3
BLAW 343	Legal and Ethical Environment	3
FINA 331	Managerial Finance	3
MGMT 341	Principles of Management	3
MGMT 374	Systems Thinking & Leadership Seminar	3
MGMT 449	Global Strategic Management	3
MGMT 492	Dahl School Comprehensive Capstone	1
MKTG 356	Professional Selling	3
MKTG 361	Web Design and Analytics	3
MKTG 362	New Media Marketing	3
MKTG 450	Integrated Marketing Communications	3
MKTG 487	Marketing Internship	4
Total credits needed at Viterbo to complete degree:		60
Total credits accepted at Viterbo University:		60
Total Credits =		120



Students planning to transfer should contact Western's Transfer Specialist and transfer personnel at Viterbo University for most current transfer information.