

Transfer Guide Associate Degree Programs

Western Program: Sales Management

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 2020

Western Technical College Course Requirements		
Course No.	Course Title	Credits
10104128	Professionalism and Success	3
10106106	Quality Customer Service	3
10154102	Software Applications for Business	3
10104119	Selling Principles	3
10102106	Introduction to Business	3
10104164	Principles of Inside Sales	3
10801198	Speech	3
10801136	English Composition 1	3
10104163	Advanced Professional Selling	3
10104114	Marketing Principles	3
10104110	Marketing Financials	3
10809195	Economics	3
10196134	Legal Issues for the Workplace	3
10102108	Entrepreneurship Exploration & Mindset	3
10102134	Principles of Management	3
10809166	Introduction to Ethics	3
10104152	Project Management Principles	3
10104165	Sales Team Management	3
10804123	Math with Business Apps.	3
10809198	Introduction to Psychology	3
Total program credits:		60

Courses Needed at Viterbo University		
Course No.	Course Title	Credits
COMM 105	Digital Imaging (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
ACCT 211	Financial Accounting	3
MGMT 374	Systems Thinking and Leadership Seminar	3
MGMT 449	Global Strategic Management	3
MGMT 492	Dahl School Comprehensive Capstone	1
MKTG 353	Marketing Research	3
MKTG 354	Social Media & Innovative Marketing	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
Electives	Upper division electives	6
Elective	General electives	3
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.