University of Wisconsin-Madison
Madison, WI
and
Chippewa Valley Technical College
Eau Claire, WI

Transfer Agreement

Effective Date: For students admitted to UW-Madison on or after 08/01/2026

Date last signed or reviewed: 08/01/2026

Date of next review: 08/01/2029

This document constitutes a transfer agreement between the University of Wisconsin-Madison School of Business and Chippewa Valley Technical College. Students who earn the Associate of Applied Science in Marketing who meet requirements for admission to UW-Madison, who declare an intent to use this agreement to gain admission to the UW-Madison and who meet specified levels of academic achievement at Chippewa Valley Technical College will be granted admission to UW–Madison School of Business **Bachelor of Business Administration (BBA) online program: Business Administration-Marketing** as a transfer student.

Students will need to make some substitutions in their Chippewa Valley Technical College programs as outlined in the pathway below.

Students who do not use this transfer agreement are welcome to apply for admission via UW-Madison's usual online transfer admission process.

This agreement only applies to the **online** Bachelor of Business Administration (BBA) program: Business Administration-Marketing at UW-Madison. Students who wish to pursue an on-campus program can follow the application process for on-campus transfer students. **Online** UW-Madison Business program students cannot transfer into any on-campus program.

1. Transfer Admission Requirements
   Students are eligible for admission to UW-Madison School of Business Bachelor of Business Administration (BBA) program: Business Administration-Marketing under this agreement if they:
   a. Complete the Associate of Applied Science (AAS) – Marketing

   b. Complete a minimum of 62 credits in the Associate of Applied Science- Marketing program at CVTC, 59 credits of which will transfer and be applied to the UW-Madison BA Marketing.

   c. Meet with an advisor at Chippewa Valley Technical College to review and submit a Declaration of Intent to Participate. The advisor will validate eligibility and submit the Declaration of Intent

to Participate online form to UW–Madison Online. UW–Madison will email a copy of the Declaration of Intent to Participate to the student, Chippewa Valley Technical College advisor, UW-Madison Office of Admissions and UW-Madison Online.

d. Complete 804-224 College Algebra or equivalent that transfers as MATH 112 or higher at UW-Madison prior to transfer. Note: This course is not part of the CVTC Marketing program. Work with your CVTC Academic Advisor to build this substitute course into your Student Education Plan while at CVTC.

e. Earn a 3.0 cumulative GPA in the Associate of Applied Science (AAS) – Marketing course work as determined by UW–Madison computation. The GPA for transfer is computed in accordance with UW–Madison's grading practices in which all grades for repeated and failed transferable courses are included in the computation.

e. Meet the requirements for admission to UW-Madison
   i. Provide proof of high school graduation through an official high school transcript or high school equivalency diploma.
   ii. Complete 12 transferable credits post high school graduation by the time of enrollment at UW-Madison.
   iii. Demonstrate successful completion of:
      1. Algebra (one high school year or equivalent)
      2. Plane geometry (one high school year or equivalent)
      3. College preparatory math (one high school year or one college-level course)

f. **Recommend** completion of Single world language (two high school years or two college semesters of sequential study in one world language) as graduation requirement at UW-Madison. A student whose native language is not English is exempt from this graduation requirement provided the student's formal education through the seventh grade was in the native language.

g. Apply for **online** transfer admission to UW-Madison according to the schedule for the planned term of entry to UW-Madison, see Apply at UW Online

2. Course Transfer from Chippewa Valley Technical College
   a. Course transfer will be determined by UW-Madison Credit Evaluation Services. To determine how courses transfer from Chippewa Valley Technical College to UW-Madison, see the Transferology website at www.transferology.com.

   b. To determine how test credit, such as Advanced Placement (AP) or International Baccalaureate (IB), transfers to UW-Madison, see UW-Madison Guide

   c. Previous coursework will be evaluated for transfer on a course-by-course basis. Courses transferred to or exempted by Chippewa Valley Technical College may not satisfy UW-Madison course requirements.

   d. Students may transfer up to 72-degree credits earned at non-baccalaureate institutions.

3. Program Management and Reporting
   Each institution will:

a. Assess student progress and experiences to inform modification and/or improvement of the agreement.

b. Exchange information that may be helpful in advising students and pertinent to the academic success of participating students.

c. Provide timely information about significant changes in the program of study that relates to the preparation of participating students.

4. Termination/Modification

a. This Agreement is subject to change or modification by mutual written consent.

b. This Agreement may be modified by UW-Madison, in consultation with Chippewa Valley Technical College, as may be necessary to bring it within the purview of and in accord with the directives of the Provost of UW-Madison, the Statutes governing UW-Madison, or the policies of the Board of Regents of the University of Wisconsin System.

c. This Agreement may be terminated by either party upon 1-year written notice to the other party. It is understood and agreed that any student already admitted to Chippewa Valley Technical College or UW-Madison due to this Agreement will be allowed to complete the program notwithstanding the termination provision, so long as the student remains in good academic standing and is making measured progress toward completion of a degree program. Notice of change or termination should be sent to the Chippewa Valley Technical College's Curriculum Office Curriculum Team, Curriculumteam@cvtc.edu and to UW Madison's Office of Admission and Recruitment and UW-Madison Online.

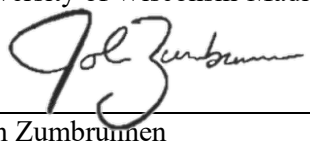
Signatures of Responsible Authorities at the Cooperating Institutions



8/31/2026

Dr. Vallabh "Samba" Sambamurthy
Albert O. Nicholas Dean, School of Business
University of Wisconsin-Madison

Date



9/22/2026

John Zumbrunnen
Provost and Vice Chancellor for Academic Affairs
University of Wisconsin-Madison

Date



8/12/2026

Dr Lynette Livingston
Provost & Vice President of Academic & Student Affairs
Chippewa Valley Technical College

Date

Addendum
Agreement may be retrieved from https://online.wisc.edu/tcc-transfer-agreements/

Questions regarding this agreement may be directed to:

Lynn Brandt
Manager of Transfer Student Pathways
University of Wisconsin-Madison – Online
Lynn.brandt@wisc.edu

Brian Gunderson
University Articulations & Curriculum Coordinator
Chippewa Valley Technical College
Bgunderson14@cvtc.edu

Appendix
This document is not part of the official transfer agreement and is only a sample that is subject to change to or error and not binding.

Chippewa Valley Technical College Marketing Associate of Applied Science To UW-Madison Bachelor of Business Administration Marketing

This transfer pathway serves as a sample mapping tool for students and is based upon current transfer equivalencies and current program requirements as outlined in the 2026/2027 Academic Catalog. While this pathway has been created to assist you with your potential course options prior to transfer, it is not part of the official transfer agreement and is subject to change or error and not binding.

Students should develop an educational plan as early as possible with the assistance of their CVTC advisor and a UW–Madison Transfer Student Advisor. Early planning helps ensure that students complete the appropriate coursework for transfer and remain on track for degree completion. Transfer requirements may vary depending on when a student first began taking college coursework after high school.

Transfer Guide Highlights:

- A minimum of 59 credits taken at CVTC will transfer to UW-Madison. If a student transfers course work from another institution to fulfill requirements within the AAS, it will be evaluated from the institution where it was completed and not how it transferred to CVTC.
- As few as 63 credits are needed to complete this degree at UW-Madison.
- **Completion of 804-224 College Algebra or equivalent that transfers as MATH 112 or higher math to UW-Madison is required prior to transfer. Note: This course is not part of the CVTC Marketing program. Work with your CVTC Academic Advisor to build this substitution into your Student Education Plan**
- This pathway is exclusively for transfer to the UW-Madison Online BBA major. Online Students are not eligible to transfer into any on-campus majors.

Chippewa Valley Technical College			UW-Madison Online		
Course No.	Course Title	Credits	Course No.	Course Title	Credits
801-136	English Composition 1	3	*Elective*	ENGL Elective	3
801-198	Speech	3	*Elective*	COMARTS Elective	3
809-291	Microeconomics	3	*Social/Behavioral Science* ECON 101	Principles-Microeconomics	3
809-198	Intro to Psychology	3	*Social/Behavioral Sciences* PSYCH 202	Intro to Psychology	3
804-224	(***Required completion of 804-224 College Algebra or equivalent course that transfers as MATH 112 to UW-Madison Or higher Prior to transfer)*** College Algebra	4	*Math/ Quantitative A* MATH 112	Algebra	4
101-111	Accounting 1	4	*Business Fund* ACCT IS 100	Financial Accounting	4
102-112	Principles of Management	3		GEN BUS Elective	3
102-188	Project Management	3		OTM Elective	3
104-102	Marketing Principles	3		MARKETING Elective	3
104-105	Marketing Research	3		MARKETING Elective	3
104-108	Retail and Ecommerce	3	*Major course* MARKETING 426	Strategic Retailing	3
104-110	Customer Relationship Mgmt	3		GEN BUS Elective	3
104-119	Digital Marketing Strategy	3		MARKETING Elective	3
104-122	Visual Design	3		DS Elective	3
104-140	Professional Sales	3		GEN BUS Elective	3
104-169	Marketing Prof Practice	1		MARKETING Elective	1
104-182	Personal Branding	2		GEN BUS Elective	2
104-183	Marketing Strategy	3		MARKETING Elective	3
104-191	Service Marketing	3		MARKETING Elective	3
104-125	Promotions	3		JOURN Elective	3
106-204	Foundations of Business Writing	3		Not Transferable	0
Minimum credits taken at CVTC		**62**	**Minimum credits accepted at UW-Madison**		**59**

Additional coursework that can be completed prior to transferring to UW-Madison Online Recommend completing general education requirements still needed prior to transfer (transfer up to 72 credits to UW-Madison Online)					
	(check Transferology and work with advisor to choose course that transfers as Humanities/Fine Arts at UW-Madison)	3	*Humanities/ Literature/Arts*	TBD	3
809-166	Intro to Ethics: Theory & App	3	*Humanities/Literature/Arts - Ethics* Philos 241	Introductory Ethics	3
	(check Transferology and work with advisor to choose course that transfers as Ethnic Studies at UW-Madison)	3	*Ethnic Studies*	TBD	3
	(check Transferology and work with advisor to choose course that transfers as	6	*Natural Science/ Wellness*	*Choose Physical. Biological or Natural Science breadth courses, at least one with lab required depending on when you first started your POST-Secondary Education."*	6

				(check with UW-Madison Transfer Advisor to clarify if Lab class is required)	
801-223	English Composition 2	3	*Comm & Literacy/ Communication A*	ENGL Elective	3
809-292	Principles of Macroeconomics	3	*Liberal Studies* ECON 102	Principles-Macroeconomics	3
	(check Transferology and work with advisor to choose course that transfers as World Language at UW-Madison)	8	*World Language*	**(UW-Madison requires 2 years of HS or 2 semesters of college World Language for Graduation) If this requirement is not met, students will work with School of Business advisor to complete it prior to graduation.**	8

Remaining coursework to be completed for UW-Madison Online Bachelor of Business Administration – Marketing		
	Humanities/Literature/Arts – **(may not be needed if taken as additional course at CVTC)**	3
	Humanities/Literature/Arts – Ethics - **(may not be needed if taken as additional course at CVTC)**	3
	Natural Science/Wellness (*Select 6 credits designated Biological, Natural or Physical Science)* **(may not be needed if taken as additional course at CVTC)**	6
	Civics & Perspectives - Ethnic Studies **(may not be needed if taken as additional course at CVTC)**	3
	Comm & Literacy - Communications A **(may not be needed if taken as additional course at CVTC)**	3
GEN BUS 106	Skills for Business Analytics	1
GEN BUS 110	Personal & Professional Foundations in Business	1
GEN BUS 206	Beginning Data Analysis for Business	3
GEN BUS 207	Intermediate Data Analysis for Business	3
GEN BUS 360	Workplace Writing and Communication	3
ECON 102	Principles-Macroeconomics **(may not be needed if taken as additional course at CVTC)**	4
ACCTG IS 211	Managerial Accounting	3
GEN BUS 301	Business Law	3
FINANCE 300	Introduction to Finance	3
MARKETING 300	Marketing Management	3
M H R 300	Organizational Behavior	3
OTM 300	Operations Management	3
Marketing Courses		
MARKETING 305	Consumer Behavior	3
MARKETING 310	Marketing Research	3
MARKETING 460	Marketing Strategy	3
MARKETING ELEC	(Must be direct equivalent)	3
	Minimum credits needed to complete for Marketing	**63**
	UW-Madison Online BBA – Marketing minimum credits required	**120**

NOTE: This pathway is exclusively for transfer into the UW-Madison Online BBA major. Online Students are not eligible to transfer into any on-campus majors.

2026/2027 Academic Year

Transfer Credit Policy: **https://registrar.wisc.edu/transfer-your-credit-to-uw-madison/**

Students must take at least 30 credits in residence at UW-Madison Online to be awarded a degree