

## Mid-State Technical College - Associate of Applied Science in Digital Marketing Crosswalk to Herzing University Bachelor of Science in Marketing

Herzing Course	Herzing Course Title	Credits	MSTC Course Number	Mid-State Technical College Course Title	Credi
Number					
AC 107	Accounting I	3	10-101-111	Accounting I	3
AC 220	Finance		10 100 101		_
BU 106 BU 204	Introduction to Business The Digital Firm and Business Communications	3	10-102-101	Intro to Business	3
BU 204	Business Law I	3			_
BU 220	Principles of Marketing	3	10-104-102	Marketing Principles	3
BU 302	Leadership and Organizational Behavior	3	10-104-102	Marketing Principles	
BU 327	Business Ethics	3	<del> </del>		
BU 345	Project Management	3	<del> </del>		-
BU 407	Quantitative Decision-Making	3	<del> </del>		
EC 111	Principles of Microeconomics	3	<del> </del>		-
EC 111	Principles of Microeconomics  Principles of Macroeconomics	3	10-809-195	Economics	3
AC 216	Accounting II	3	10-809-193	ECOHOITHES	
BU 215	Marketing on the Internet	3	10-104-180	Internet and Mobile Marketing	3
BU 216	Social Media	3	10-104-180	Social Media Marketing	3
BU 230	Customer Relationship Management	3	10-104-107	Social Media Marketing	3
BU 275 or	customer Kelationship Management	3	<del> </del>		-
BU 325	Consumer Behavior or Retail Management	3			
BU 328	Product Development and Innovation	3	<del> </del>		-+
BU 375	Professional Selling and Sales Management	3			-+-
BU 447	Marketing Research	3	10-104-174	Marketing Research	3
BU 450	Marketing Strategy	3	10-104-174	Marketing Managment 10-104-160	,
BU 491	Capstone Project	3		ivial keting ivialiagment 10-104-100	-
EN 104	English Composition I	3	10-801-136	English Composition 1	3
EN 111	Information Literacy	3	10 001 150	English composition 1	
EN 116	Speech	3	10-801-198	Speech	3
EN 304	English Composition II	3	10 001 150	Specen	
HU 140	Cultural Diversity	3	10-809-172	Introduction to Diversity Studies	3
HU 240	Introduction to Humanities	3	10 003 172	introduction to biversity studies	
HU 340	Humanities and Contemporary Popular Culture	3			-
MA 109	College Algebra	3	10-804-107	College Mathematics	3
MA 320	Statistics	3			
PS 101	Psychology	3	10-809-198	Intro to Psychology	3
SC 270	Environmental Literacy	3	10 003 130	mad to 1 Sychology	+
SS 350	Social Issues and Technology	3			+
PD 121	Professional Development I	1	1		
PD 202	Professional Development II	1	1		
FD 202	Business Elective	3	10-104-105	Professional Selling	3
	Business Elective	3	10-104-125	Promotion Management	3
	Open Elective	3	10-103-106	Microsoft Office-Introduction	3
	Open Elective 300-400 Level	3			
	Open Elective 300-400 Level	3	<del>                                     </del>		
	Open Elective 300-400 Level	3			
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Herzing Course Number	Herzing Course Title	Credits	Course Number	Course Title	Credits	Location of Cours
AC 220	Finance	3	10-102-121	Finance and Budgeting	3	MSTC
BU 206	Business Law I	3	10-102-104	Business Law	3	MSTC
BU 345	Project Management	3	10-196-188	Project Management	3	MSTC
EC 111	Principles of Microeconomics	3	10-809-143	Microeconomics	3	MSTC
AC 216	Accounting II	3	10-101-113	Accounting II	3	MSTC
HU 240	Introduction to Humanities	3	10-809-166	Intro to Ethics: Theory & Application	3	MSTC
MA 320	Statistics	3	10-804-189	Introductory Statistics	3	MSTC
SC 270	Environmental Literacy	3	10-806-112	Principles of Sustainability	3	MSTC
SS 350	Social Issues and Technology	3	10-809-196	Intro to Sociology	3	MSTC
BU 204	The Digital Firm and Business Communications	3	BU 204	The Digital Firm and Business Communications	3	Herzing
BU 302	Leadership and Organizational Behavior	3	BU 302	Leadership and Organizational Behavior	3	Herzing
BU 327	Business Ethics	3	BU 327	Business Ethics	3	Herzing
BU 407	Quantitative Decision-Making	3	BU 407	Quantitative Decision-Making	3	Herzing
BU 230	Customer Relationship Management	3	BU 230	Customer Relationship Management	3	Herzing
BU 275 or	Consumer Behavior or Retail Management	3	BU 275 or	Consumer Behavior or Retail Management	3	Herzing
BU 328	Product Development and Innovation	3	BU 328	Product Development and Innovation	3	Herzing
BU 375	Professional Selling and Sales Management	3	BU 375	Professional Selling and Sales Management	3	Herzing
BU 450	Marketing Strategy	3	BU 450	Marketing Strategy	3	Herzing
BU 491	Capstone Project	3	BU 491	Capstone Project	3	Herzing
EN 111	Information Literacy	3	EN 111	Information Literacy	3	Herzing
EN 304	English Composition II	3	EN 304	English Composition II	3	Herzing
HU 340	Humanities and Contemporary Popular Culture	3	HU 340	Humanities and Contemporary Popular Culture	3	Herzing
PD 121	Professional Development I	1	PD 121	Professional Development I	1	Herzing
PD 202	Professional Development II	1	PD 202	Professional Development II	1	Herzing
	Open Elective 300-400 Level	3		Open Elective 300-400 Level	3	Herzing
	Open Elective 300-400 Level	3		Open Elective 300-400 Level	3	Herzing
	Open Elective 300-400 Level	3		Open Elective 300-400 Level	3	Herzing
		77			77	<u> </u>

Mid-State Technical College AAS Degree Transfer Credits:	45
Mid-State Technical College Credits after AAS Degree:	27
Herzing University Credits after AAS Degree:	50
Total Credits:	122

We do not have Microeconomics anymore, we offer Economics

<sup>\*</sup>Once a student starts their Herzing enrollment they must always be active in an HU class (including summers). It is not possible to take only a Mid-State Technical College class and no class at Herzing.

<sup>\*</sup>The student is subject to all policies & procedures of Mid-State Technical College, and paying them directly for any costs (tutino, possor, fees, etc.)

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\*The student is subject to all policies & procedures of Mid-State Technical College while taking courses there. Mid-State Technical College is under no obligation to make exceptions/concessions because of the articulation agreement

\*Herzing University cannot guarantee course availability or modality at Mid-State Technical College. If they are no longer offering a course, & there is no suitable alternative, the student must take the course w/ Herzing.