

**TRANSFER AGREEMENT
BETWEEN
SCHOOL OF INFORMATION STUDIES AT UNIVERSITY OF WISCONSIN –
MILWAUKEE
AND
MILWAUKEE AREA TECHNICAL COLLEGE (MATC)**

Program to Program Articulation Agreement

MATC ASSOCIATE DEGREE:

eCommerce/Web Administration

SCHOOL OF INFORMATION STUDIES AT
UNIVERSITY OF WISCONSIN – MILWAUKEE:
(SOIS at UWM)

B.S. in Information Resources

RATIONALE:

The eCommerce/Web Administration program at MATC prepares individuals for positions in ecommerce enterprises. Program graduates may work in a variety of areas of an organization including, but not limited to, website development, web security, marketing, graphic design, order fulfillment, database management, customer service, and web systems management. This program blends the contents of three instructional departments: marketing, computer information systems, and visual communications. You can choose to emphasize the marketing and design aspects of ecommerce or focus on the infrastructure supporting those marketing activities.

SOIS at UWM offers a Bachelors of Science Degree in Information Resources (BSIR). This allows students to add upper-division Information Resources, Interdisciplinary/cross-functional, and Liberal Arts courses to their Associate's Degree. The cutting-edge Bachelor of Science in Information Resources (BSIR) provides students with a quality interdisciplinary and cross-functional education, giving them an understanding of how information is sought, organized, manipulated, repackaged, and applied in a variety of settings. Building on a general undergraduate education, the BSIR introduces issues related to information science, information architecture, human factors in information seeking and use, information storage and retrieval, and applications of the internet.

Students earning the **eCommerce/Web Administration – A.A.S. Degree** from MATC will be able to transfer the credits listed in Table 1 toward the Bachelor of Science in Information Resources (BSIR) in the School of Information Studies (SOIS) at University of Wisconsin – Milwaukee (UWM).

The BSIR program includes a total of 120 credits. These credits are distributed in the following areas:

- Area I: UWM Distribution Requirements -- General Education (21 credits)
- Area II: BSIR Core Courses (36 credits)
- Area III: BSIR Cross-functional Electives (15 credits)
- Area IV: General Electives, including Cognate Areas of Study (48 credits)

SOIS/UWM will accept the credits from MATC and apply them toward graduation with a BS degree in Information Resources. Table 1 details exact equivalencies for MATC and SOIS/UWM.

Table 1: Exact Course Equivalencies for MATC -- eCommerce/Web Administration and UWM/SOIS Bachelor of Science in Information Resources

MATC -- eCommerce/Web Administration		CR	UWM/SOIS BSIR	CR
			BSIR Area IV -- Elective/Cognate	
MKTG-118	Electronic Commerce	3	Elective/Cognate	3
VICOM-150	Introduction to Digital Media	3	Elective/Cognate	3
CIS-174	Business Information Systems	3	Elective/Cognate	3
MKTG-151	Business Career Management	1	Elective/Cognate	1
MKTG-165	Web Marketing	3	Elective/Cognate	3
		13		13
	15 CREDITS FROM			
MKTG-117	Business On-Line Research	3	Elective/Cognate	3
MKTG-190	Writing for the Web	3	Elective/Cognate	3
VICOM-152	Interactive Design for Multimedia	3	Elective/Cognate	3
MKTG-116	Database Marketing	3	Elective/Cognate	3
VICOM-124	Commerce-Based Web Design or CIS-132	3	Elective/Cognate	3
		15		15
	OR 15 CR FROM			
CIS-132	Operating Systems	3	Elective/Cognate	3
CIS-150	Database Management With SQL	3	Elective/Cognate	3
VICOM-125	Advanced Web Page Scripting	3	Elective/Cognate	3
CIS-176	Web Systems Analysis and Design	3	Elective/Cognate	3
CIS-177	Web Systems Management	3	Elective/Cognate	3
		15		15
	Tech Support			
COMPSW-106	Introduction to MS Office	3	Elective/Cognate	3
ACCTG-145	eBusiness Accounting	3	Elective/Cognate	3
INET-198	eCommerce Internship/Field Project	2	Elective/Cognate	2
MKTG-191	eCustomer Relationship Management	3	Elective/Cognate	3
		11		11
	Elective (Six required)			
CIS-192	Network Security	3	Elective/Cognate	3
MKTG-192	eCommerce Implementation Planning	3	Elective/Cognate	3
PHYED-210	An Active Approach to Wellness and Fitness	3	Elective/Cognate*	3

		6		6
MATH-145	Mathematics for Computer Science	2	Elective/Cognate	2
			TOTAL Area IV	47
			BSIR Area III -- Cross-Functional Elective	
PSYCH-199	Psychology of Human Relations or any 200-series PSYCH	3	(Philosophy/Psychology)	3
			TOTAL Area III	3
			BSIR Area II -- Core	
CIS-105	Data Communications	3	250 Area II BSIR Core	3
VICOM-123	Web Site Development	3	240 Area II BSIR Core	3
			TOTAL Area II	6
* Or HUM KIN (2 CR) AND SPT&REC (1 CR)				

**** Note for General Education Courses**

- For latest update and additional information about UWM General Education Courses (UWM Distribution Courses) transfer equivalency visit <http://www.uwsa.edu/tis/>. This site includes UWM's accepted transferable General Education courses.
- PSYCH-199 Psychology of Human Relations or any 200-series PSYCH from this area will be transferred in the BSIR Area III – Cross- Functional Elective (Philosophy/Psychology). All accepted transferable 200-series PSYCH Courses are listed on <http://www.uwsa.edu/tis/>
- MATH-145 Mathematics for Computer Science will be transferred in the BSIR Area IV Elective/Cognate.
- NATSCI 150 = no transfer.
- ENG 151 = no transfer.
- ENG 152 = no transfer, 201 = UWM 101, other 200-level ENG and SPEECH 200 level visit <http://www.uwsa.edu/tis/>.
- ECON 195 = UWM 100 (SS), 201 = UWM 103 (SS), 202 = UWM 104 (SS).
- SOCSCI 197 = elective (SS), 200 level visit <http://www.uwsa.edu/tis/>.

All courses transferring from MATC with an equivalent course at SOIS/UWM must transfer in with at least a “C” grade.

This agreement is approved under the guidelines of the UW System transfer policy that limits the number of credits transferable from a two-year college to 72.

The UW-Milwaukee baccalaureate candidate must also meet the General Education Requirements and Cultural Diversity Requirement of the University.

Program-to-program transfer courses/credits are accepted only for the program/degree specified in this agreement. A change of major/degree/program invalidates these courses/credits for transfer unless they are approved within some other Program-to-Program Articulation Agreement for a different major/degree/program at UW-Milwaukee.

Credits beyond the ones listed in Table 1 will be analyzed at the time the student starts the admissions process to see how they apply.

This agreement is effective as of April 30, 2004, and will remain in effect until either of the official representatives of Milwaukee Technical Area College or the School of Information Studies/University of Wisconsin – Milwaukee indicates in writing that the agreement is nullified.

Equivalencies specified in this document are accurate as of April 30, 2004, and subject to change in the event that the course curricula of either institution undergo revision. In the event of curriculum revision the school initiating the change has the responsibility to notify the other contracting institution.

Signatures:

_____Date_____

Robert Greenstreet

Interim Chancellor
University of Wisconsin – Milwaukee

_____Date_____

John Wanat
Provost & Vice Chancellor
University of Wisconsin – Milwaukee

_____Date_____

Thomas Walker
Interim Dean, School of Information Studies
University of Wisconsin – Milwaukee

_____Date_____

Alex Koohang
Director of Undergraduate Program
School of Information Studies
University of Wisconsin – Milwaukee

_____Date_____

Darnell Cole
President
Milwaukee Area Technical College

_____Date_____

Luis A. Baez
Vice President for Academic Affairs
Milwaukee Area Technical College

_____Date_____

Michael Walsh
Dean
Milwaukee Area Technical College