

- *UWM and Milwaukee Area Technical College (MATC)*

**MATC: A.A.S. Degree Marketing Communications, Business and Graphic Arts Division**

**UWM: B.S. Degree in Information Resources**

Purpose:

MATC offers a two-year associate degree in Marketing Communications in the Division of Business and Graphic Arts which aims at preparation for a career in the advertising field, with an emphasis on media and communications. The curriculum is broad-based, but emphasizes the skills and knowledge needed to meet the workplace expectations of the various businesses in which these practitioners may be employed. The University of Wisconsin-Milwaukee Baccalaureate program in Information Resources prepares students for careers in the information professions by providing specialized analytical skills and the understanding necessary for professional advancement in a variety of public and private sector settings.

This articulation program affords those students pursuing an Associate degree in Marketing Communications from MATC the opportunity to enter the UWM Bachelor of Science in Information Resources (B.S.I.R.) program as an Information Resources student. These students will be able to transfer the credits and fulfill the requirements specified below if they pursue a B.S.I.R. Degree at UWM. In order to assure maximum credit transfer, MATC students planning to enter UWM as IR majors should be encouraged to take the MATC college parallel courses whenever possible.

Program-To-Program Transfer Courses:

I. MATC General Education courses. Maximum number of General Education credits transferable from WTCS institutions is 15. College Parallel courses which transfer to UW-Milwaukee are listed in the MATC Catalog. Students can also use the UWM Transfer Information System web site to locate this information.

II. MATC courses counting towards credit for B.S. degree in Information Resources.

MATC Courses			Transfers to UWM as:
<b>VISUAL COMMUNICATION (206)</b>			
VICOM-104	Multimedia Pres. & Auth. (4 cr.)	3cr	L&I SCI X
VICOM-152	Comp. Graph. For Multimedia (3 cr.)	3cr	L&I SCI X
<b>COMPUTER SOFTWARE (103)</b>			
COMPSW-162	Web Page Crea. Usg Ntsce (1 cr.)	1 cr	If 162, 163, and 164 all completed, L&I SCI 250
COMPSW-163	Web Page Crea. Usg Ntsce (1 cr.)	1 cr	L&I SCI X
COMPSW-164	Web Page Crea. Usg Ntsce (1 cr.)	1 cr	L&I SCI X
<b>PRINTING &amp; PUBLISHING (204)</b>			
PRTG-120	Desktop Pub Using Pgmaker (3 cr.)	3cr	L&I SCI X
PRTG-121	Desktop Pub Using	3cr	L&I SCI X

	QuarkXPress (3 cr.)		
--	---------------------	--	--

CONDITIONS:

1. The UW-Milwaukee baccalaureate candidate must also meet the General Education and Cultural Diversity Requirements. See MATC Catalog for MATC courses which satisfy these UWM requirements.
  2. 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.
  3. Course equivalencies specified in this articulation agreement are subject to change in the event that the course curricula of either institution undergo revision.
  4. The maximum number of credits that can be transferred from MATC to UWM is 72.
-