

ARTICULATION AGREEMENT
BETWEEN
UNIVERSITY OF WISCONSIN-EAU CLAIRE
AND
CHIPPEWA VALLEY TECHNICAL COLLEGE

This Agreement is entered into between **Chippewa Valley Technical College (CVTC)** (hereinafter sending institution), and the **University of Wisconsin-Eau Claire (UWEC)** (hereinafter receiving institution). This Agreement, and any amendments and supplements, shall be interpreted pursuant to the guidelines set forth in the University of Wisconsin System Administrative Policy 140, Guidelines for Articulation Agreements between UW System Institutions and WTCS Districts as well as Administrative Policy 135 Undergraduate Transfer Policy. Both institutions agree to maintain accreditation by the Higher Learning Commission and any other accreditation currently in existence pertaining to degree programs articulated via the transfer agreement.

The sending institution has established a **University Transfer Liberal Arts Associate of Arts degree** (hereinafter sending program), and the receiving institution has established a **Bachelors of Business Administration degree in Marketing (Comprehensive Major)** (hereinafter receiving program) and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

I. Admission and Graduation Requirements

- A. The receiving institution's admission and program admission requirements apply to both direct entry students and to students who transfer under this agreement.
- B. Students must fulfill the graduation requirements at Chippewa Valley to include:
 - 1. A minimum GPA of 2.00.
 - 2. 60 program credits in required disciplines (see Program Requirement Sheet or advisors for specific guidance).
- C. Students must fulfill the graduation requirements at UW-Eau Claire to include:
 - 1. Liberal Education (36 credits), which includes the following university requirements: writing, mathematics, design for diversity, and community-engaged learning.
 - 2. A minimum total GPA of 2.00 and a minimum resident GPA of 2.00 for all majors, minors, or certificates.
 - 3. A minimum of 30 credits earned in residence.
 - 4. A minimum of 23 of the last 30 credits earned in residence.
- D. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.

II. Transfer of Credits

- A. The receiving institution will apply 62 of the 62 credits from the sending program. A total of 58 credits remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Articulation Table.
- C. Courses are specifically identified in the attached Program Articulation Table requiring grades of "C" or higher that may be used towards the degree program. Grades received less

than a “C” must be repeated if student is admitted into the program based on overall admission requirements.

- D. Elective courses taken or substituted at the sending institution and sending program not listed in this agreement will be reviewed on a case-by-case basis and determined how they may apply to the degree at the receiving institution.

III. Implementation and Review

- A. The Provost, Dean, Faculty, or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements, ensuring compliance with system policy, procedure, and guidelines, and conducting a periodic review of this agreement.
- B. The University of Wisconsin-Eau Claire and Chippewa Valley Technical College will provide academic advising to CVTC learners inquiring about UWECs’ programs. Learners will be connected with a UWEC adviser prior to transfer. UWEC and CVTC will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. CVTC will assist UWEC in arranging recruitment events on its campuses.
- C. Any marketing of this agreement will be subject to the prior approval of both parties and will adhere to each institution’s standards for the use of its name and logo. Each institution will assume responsibility for appropriate marketing to reach its student population. Each institution may provide a link to this agreement and/or the other institution on its website, with notice to the other party.
- D. Both parties agree that failure to maintain regional accreditation will be grounds for termination of the agreement. Failure to maintain accreditation required by the specific academic program(s) referenced in this agreement will be grounds for exclusion of that program from the agreement.
- E. This Articulation Agreement is effective on 09/01/2025 and shall remain in effect until the end date of 09/01/2030 or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.
- F. The college and university shall work with students to resolve the transfer of courses should changes to either program occur while the agreement is in effect.
- G. This Articulation Agreement will be reviewed by both parties no later than 03/01/2030 (within six months of the end date) but will also be considered on a yearly basis upon updates to the undergraduate catalog at UWEC. Both CVTC and UWEC agree to notify each other of any curricular changes in a timely manner.
- H. When a student enrolls at the receiving institution following this agreement, the receiving institution will encode any course waivers and substitutions.
- I. This articulation agreement applies only to the receiving program in effect Fall 2025 until revised.

PROGRAM ARTICULATION TABLE

			Chippewa Valley Technical College (Sending)	University of Wisconsin-Eau Claire (Receiving)				
Program name			Associate of Arts	Marketing				
Award Type (e.g., AAS)			AA	BBA				
Credit Length			60	120				
Program admission requirements (if any)				Minimum Cumulative 2.0 GPA required				
SECTION A - General Education								
Chippewa Valley Technical College (WI sending)				University of Wisconsin-Eau Claire (receiving)				
Course Prefix & Number	Course Name	Credits	Course Prefix & Number	Course Name	LE Area Met	Credits Applied	Equiv Sub Wav	
General Education								
810-201	Fundamentals of Speech	3	CJ 202	Fundamentals of Speech	S1, Univ WRIT	3		
802-219	English Composition 1	3	WRIT 907L	Elective		3		
802-223	English Composition 2	3	WRIT 116	Blugold Seminar in Critical Reading & Writing	S1	3		
802-218	Latin American Studies	3	LAS 222	Introduction to Latin American History & Culture	K3, R1, DDIV	3		
803-214	Native American History	3	HIST 240	American Indian History	K3, R1, DDIV	3		
804-189	Introductory Statistics	4	MATH 246	Elementary Statistics	S2, Univ Math	4	Prof Req	
806-201	Principles of Biology	4	BIOL 105/106	General Biology & Exploring the Living World w/Lab	K1, K1L, S3	4		
806-286	Environmental Science	4	BIOL 180/181	Environmental Biology and Conservation w/Lab	I1, R3/K1, K1L	4		
801-204	Intro to Literature	3	ENGL 150	Introduction to Literature	K4	3		
809-223	International Relations	3	POLS 122	Introduction to World Politics	K2, R2	3		
809-292	Principles of Macroeconomics	3	ECON 104	Principles of Macroeconomics	K2	3		
809-291	Principles of Microeconomics	3	ECON 103	Principles of Microeconomics	K2	3		
General Education Total		39	Section A Subtotal				39	
Special Notes, if any:								
SECTION B - Major, Concentration, Emphasis, Electives, or Other								
804-224	College Algebra	4	MATH 109	Algebra for Calculus	S2	4	Prof Req	
104-102	Marketing Principles	3	MKTG 330	Principles of Marketing		3	Bus Core	
101-111	Accounting 1	4	ACCT 201	Intro to Accounting		4	Bus Core	
101-172	Business Finance	3	FIN 320	Principles of Finance		3	Bus Core	
104-105	Marketing Research	3	MKTG 334	Marketing Research		3	Major	
104-109	Services Marketing	3	MKTG 425	Services Marketing		3	Major Elect	
102-114	Managing Operations	3	OSCM 341	Operations Management		3	Bus Core	
			Section B Subtotal				23	
Major, Emphasis, Unrestricted Electives Total		23	Total College Credits Applied (sum of sections A and B)				62	
Special Notes, if any:								

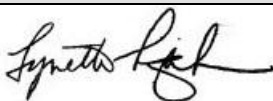

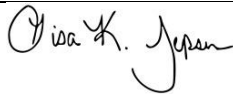
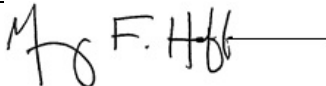
SECTION C - Remaining University of Wisconsin-Eau Claire (receiving) Requirements

	BCOM 207	Business Communication: Persuasive Messaging, Conversations, and Professional Development	3	Bus Core
	BLAW 305	Legal and Regulatory Environment	3	Bus Core
	BSAD 300	Cultural Competence for Today's Workplace	1	Bus Core
	IS 240	Information Systems in Business	3	Bus Core
	MGMT 340	Organizational Behavior: Leading and Developing People, Teams, Culture	3	Bus Core
	MGMT 449	Strategic Management in a Global Business Environment	3	II, Bus Core
	ACCT 214	Managerial Accounting	3	Major
	MKTG 331	Consumer Behavior	3	Major
	MKTG 338	Marketing & Sales Analytics	3	Major
	MKTG 438	Strategic Marketing	3	Major
		Marketing Electives (see catalog for course list)	14	Major
		Additional credits to attain 120 credits	16	Any
Total Remaining UW-Eau Claire Credits				58
Special Notes, if any:				

SECTION D - Summary of Total Program Credits

CVTC (WI sending) Credits		UWEC (receiving) Requirements	
General Education	39		
Major, Concentration Emphasis, Electives or Other	23		
Total College Credits	62	Total College Credits Applied	62
		Remaining credit to be taken at University (receiving) Institution	58
		Total Program Credits	120
Special Notes, if any:			

SIGNATURE BLOCKS

Chippewa Valley Technical College	Name	Signature	Date
Provost and Vice President of Academic & Student Affairs	Dr. Lynette Livingston		07/25/25
University of Wisconsin-Eau Claire	Name	Signature	Date
Chair	Dr. Timothy Vaughan		07/28/25
Dean	Dr. Lisa Jepsen		07/28/25
Provost	Dr. Mary Hoffman		7/29/25

Contacts for Agreement:

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