



Advisement and Transfer Affairs

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ARTICULATION AGREEMENT BETWEEN COLORADO COMMUNITY COLLEGE SYSTEM AND NORTHWEST MISSOURI STATE UNIVERSITY

AAS in Marketing to BS in Marketing Northwest Catalog 2014-2016

OVERVIEW:

This formal program articulation agreement is made and entered into by Northwest Missouri State University, hereinafter referred to as Northwest, and Colorado Community College System, hereinafter referred to as CCCS. By this agreement CCCS and Northwest express a shared commitment to increasing opportunities for student access to and success in higher education. By clarifying transfer policies and procedures which assure articulation between programs, the institutions seek to assist students in making a seamless transfer from the associate to the baccalaureate degree.

PURPOSE:

This agreement provides students who have earned an **Associate of Applied Science in Marketing** the opportunity to complete a **Bachelor of Science in Marketing** at Northwest. Any CCCS student who has earned an Associate of Applied Science in Marketing is guaranteed that Northwest will accept designated freshman and sophomore business credit hours as designated in this agreement, general education credits required for the AAS degree, plus any freshman and sophomore general education hours required by Northwest beyond the AAS degree. Northwest will apply such to the Bachelor of Science in Marketing degree in a manner consistent with the treatment of native students.

CONDITIONS OF TRANSFER:

Section I: Admissions and Matriculation

CCCS students maintaining continuous enrollment under this agreement or matriculating into Northwest within 18 months from the last registration date with CCCS will be afforded the same treatment and protection as Northwest native students enrolled under the Northwest catalog in effect the year the student officially matriculates into CCCS. This agreement is in effect for students matriculating into CCCS during the 2014-2016 catalog. Students entering under later catalogs must meet the requirements of the respective catalogs. Every effort will be made to update agreements as new catalogs come into effect.

Criteria for acceptance into the Bachelor of Science in Marketing will be the same for transfer as for native students.

Students seeking admission to Northwest must have a minimum 2.00 cumulative grade point

average (gpa) in transfer.

Admission to some undergraduate programs is competitive. While all students who achieve a 2.00 cumulative gpa in transfer will be fully considered, Northwest may offer admission to students based on their relative ranking of the college cumulative gpa.

The grade point average used to determine admission to the baccalaureate program will be calculated based upon the academic policies of Northwest. Courses in progress will not be used for calculating grade point average.

CCCS, upon the request of students, will provide verification of completed courses to Northwest through its Office of Registrar.

The transcript of students transferring from CCCS will be evaluated by representatives from the Business and Professional Program at CCCS and the Office of Admissions at Northwest.

The Office of Admissions at Northwest has established application procedures. Students should contact the Office of Admissions for details or consult the Northwest Undergraduate Academic Catalog.

Transfer students from CCCS will have access to financial aid, scholarships, and student services. Students will be referred to "Financing Your College Education," available from Northwest's Financial Aid Office, for more details.

Northwest will apply the same academic progress and graduation standards to CCCS transfer students as those applicable to native students.

Section II: Transfer of Credit

Courses that are non-college level (commonly less than 100 level courses) are not transferable toward a baccalaureate degree.

Only academic courses with passing letter grades (A, B, C, D) will be accepted for graduation requirements.

Most major and common professional component courses require a C or better. Those courses are outlined in the Northwest catalog.

Students who have earned scores on Advanced Placement tests (AP) or International Baccalaureate (IB) tests offered in high school may be awarded college credit after evaluation of official score reports from the College Entrance Examination Board. Accepted credit will be recorded on a student's transcript in accordance with the Northwest's credit for external examinations policy. Credit is not granted for an AP exam if the student has completed a college course equivalent to the AP exam.

Students may earn college credit by examination in the College Level Examination Program (CLEP) in selected exams if scores earned meet the score requirements outlined in Northwest's university catalog. Official score reports must be submitted to the Office of Admissions at Northwest.

Northwest will accept for credit courses taken while the student is enrolled in high school in a Dual Enrollment Program as long as the courses are not vocational in nature and follow the Missouri CBHE State Guidelines for Dual Enrollment Courses issued October 1999. In order to have credit evaluated

and granted, the Office of Admissions must receive an official college transcript from the college or university granting the credit.

Section III: Program Plan

Students falling under this program articulation agreement will be responsible for successfully completing the following requirements.

COLORADO COMMUNITY COLLEGE ONLINE ASSOCIATE OF APPLIED SCIENCE in MARKETING

General Education Requirements 19 hours

<u>CCCS Course</u>	<u>Hours</u>	<u>Northwest Equivalent</u>	<u>Hours</u>
COM 115 Public Speaking	3	29-102 Fund of Oral Communication	3
ECO 201 Prin of Macroeconomics*	3	52-150 General Economics I*	3
ECO 202 Prin of Microeconomics*	3	52-151 General Economics II*	3
ENG 121 English Composition I	3	10-111 Composition	3
ENG 122 English Composition II	3	10-112 Composition	3
MAT 121 College Algebra*	4	17-118 College Algebra*	4

Business Core Requirements 27 hours

<u>CCCS Course</u>	<u>Hours</u>	<u>Northwest Equivalent</u>	<u>Hours</u>
ACC 121 Principles of Accounting I*	4	51-201 Accounting I*	4
ACC 122 Principles of Accounting II*	4	51-202 Accounting II*	4
BUS 115 Introduction to Business	3	Management Elective	3
BUS 216 Legal Environment of Bus*	3	53-311 Business Law I*	3
BUS 217 Business Communications*	3	54-310 Managerial Communication*	3
BUS 226 Business Statistics*	3	17-114 General Statistics*	3
CIS 108 Learning MS Excel	1	Elective	1
MAN 156 Problem Solving-Bus. Enviro.	3	Elective	3
MAR 240 International Marketing	3	Elective	3

Marketing Core Requirements 15 hours

<u>CCCS Course</u>	<u>Hours</u>	<u>Northwest Equivalent</u>	<u>Hours</u>
MAR 216 Principles of Marketing*	3	55-330 Principles of Marketing*	3
MAR 235 Consumer Behavior	3	Elective	3
MAN 226 Principles of Management*	3	54-313 Principles of Management*	3
<i>Choose two from the following:</i>	6		
BUS 118 Business Survival Skills (3)		Elective	3
MAR 217 E-Commerce (3)		Elective	3
MAR 238 Marketing Applications (3)		Elective	3
MAR 249 Strategic Marketing (3)		Elective	3

The following courses (36-37 hours) may be taken at either CCCS or Northwest.

<u>CCCS Course</u>	<u>Hours</u>	<u>Northwest Course</u>	<u>Hours</u>
POS 111 American Government‡ OR		34-102 Intro to Am. Gov & Politics‡	3
POS 105 Intro to Political Science‡	3	Government Equivalent‡	3
HIS 201 U.S. History I OR		History Equivalent	3
HIS 202 U.S. History II	3	History Equivalent	3
BIO 105 Science of Biology	5	04-102/103 General Biology & Lab	4
Physical Sci Requirement (choose one)	4-5	Physical Science Requirement	4-5
AST 101, 102, CHE 111, GEY 111, PHY 111			
LIT 115 Introduction to Literature	3	10-220 Introduction to Literature	3
HUM 121 Intro to Humanities I OR	3	26-102 Western Civilization I	3
HUM 122 Intro to Humanities II	3	Humanities/Philosophy Equivalent	3
ART 110 Art Appreciation OR	3	13-102 Art Appreciation	3
MUS 120 Music Appreciation		Fine Arts Equivalent	3
PSY 101 General Psychology I	3	08-103 General Psychology	3
CIS 118 Intro to Microcomputer Apps*	3	44-130 Computers & Info Technology*	3
Multicultural Requirement (choose one):	3	Multicultural/Diversity Requirement	3
ASL 121, ANT 101, 221, 260, ARA 101, 111, CHI 101, 111, COM 220, EDU 234, ETH 200, 212, 224, FRE 101, 111, GER 101, 111, HEB 111, HUM 241, ITA 101, 111, JPN 101, 111, LIT 205, MED 104, MUS 123, PHI 115, 116, RUS 101, 111, SOC 208, SPA 101, 111, 114, WST 200			

The following courses (40 hours) must be completed at Northwest.

34-201 Missouri Politics‡	1
53-324 Fundamentals of Business Finance*	3
54-315 Operations Management*	3
54-417 Organizational Policy & Decision Making*	3
55-438 International Business*	3
44-317 Management Information Systems*	3
55-332 Promotion*	3
55-333 Consumer Behavior*	3
55-430 Sales & Sales Management*	3
55-432 Marketing Research*	3
55-434 Marketing Management*	3
Students must take two of the following:	6
54-415 Intern in Management* (3) OR	
55-435 Intern in Marketing* (3)	
55-331 Retailing* (3)	
55-431 Logistics Management* (3)	
55-437 International Marketing* (3)	
55-440 Business Study Abroad* (3)	
Recommended Electives*:	3
300- or 400-level advisor-approved elective	

Total hours from both institutions required for B.S. in Marketing 124 Hours

Electives must be taken to total 124 credit hours.

Students must complete a minimum of 60% (36 credit hours) of their major courses at Northwest.

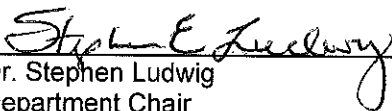
‡ 34-201 Missouri Politics (1 credit hour) must be taken if 34-102 Introduction to American Government and Politics is not taken at Northwest.

* Students must receive a 'C' or better in all common professional component and business major courses (noted by asterisk).

Student can complete the B.S. Marketing program completely online through Northwest following this agreement.

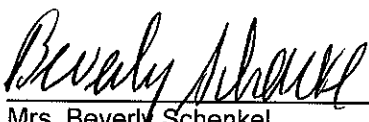
While this agreement has not yet been signed by both institutions, Northwest maintains that credit will be transferred as written.

Approved by:



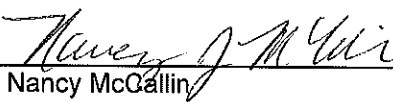
Dr. Stephen Ludwig
Department Chair
Department of Business
Northwest Missouri State University

10/20/14
Date



Mrs. Beverly Schenkel
Dean of Enrollment Management
Northwest Missouri State University

10/24/14
Date



Dr. Nancy McCallin
President
Colorado Community College System

3-5-15
Date