

**MINNESOTA STATE COLLEGES AND  
UNIVERSITIES\*  
ARTICULATION AGREEMENT  
BETWEEN**

**Rochester Community and Technical College  
AND  
The College of St. Scholastica**

\*The Board of Trustees of the Minnesota State Colleges and Universities is authorized by Minnesota Statutes, Chapter 136F to enter into Agreements and has delegated this authority to colleges and universities.

This Agreement is entered into between Rochester Community and (hereinafter sending institution), and The College of St. Scholastica (hereinafter receiving institution). This Agreement and any amendments and supplements, shall be interpreted pursuant to the laws of the State of Minnesota.

The sending institution has established a **Business Management – Marketing AAS** (hereinafter sending program), and the receiving institution has established a **Bachelor of Arts in Marketing** (hereinafter receiving program), and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

**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 both institutions.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.

**Transfer of Credits**

- A. The receiving institution will accept up to 60 credits from the sending program. A minimum of 72 credits remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Articulation Table. For system institutions, once the courses are encoded, they will transfer as described in the uSelect Audit.

**Implementation and Review**

- A. The Chief Academic Officers or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements, assuring compliance with system policy, procedure and guidelines, and conducting a periodic review of this agreement.
- B. This Articulation Agreement is effective on 03/01/2013 and shall remain in effect until the end date of 03/01/2018 or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.
- C. 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.
- D. This Articulation Agreement will be reviewed by both parties beginning 09/01/2017 (within six months of the end date).
- E. When a student notifies the receiving institution of their intent to follow this agreement, the receiving institution will encode course waivers and substitutions.

## PROGRAM ARTICULATION TABLE

	College (sending)	University (receiving)
Institution	Rochester Community and Technical College	The College of St. Scholastica
Program name	Business Management - Marketing	Marketing
Award Type (e.g., AS)	A.A.S.	BA
Credit Length	60	128
CIP code (6-digit)	52.140100	
Describe program admission requirements (if any)	Meet minimum program entry requirements	Meet minimum program entry requirements

### Instructions

- List all required courses in both academic programs.
- MnTC goal areas transfer to the receiving institution according to the goal areas designated by the sending institution.
- Do not indicate a goal area for general education courses that are not part of the MnTC.
- For restricted or unrestricted electives, list number of credits.
- Credits applied: the receiving institution course credit amount may be more or less than the sending institution credit amount. Enter the number of credits that the receiving institution will apply toward degree completion.
- Show equivalent university-college courses on the same row to ensure accurate DARS encoding.
- Equiv/Sub/Way column: If a course is to be encoded as equivalent, enter Equiv. If a course is to be accepted by the university as a "substitution" only for the purposes of this agreement, enter Sub. If a course requirement is waived by the receiving institution, enter Way. If a course is to be accepted by the university as a MnTC goal area, restricted elective or unrestricted elective, leave the cell blank.

(To add rows, place cursor outside of the end of a row and press enter.)

### SECTION A - Minnesota Transfer Curriculum-General Education

College (sending)			University (receiving)			
course prefix, number and name	Goal(s) <sup>1</sup>	Credits	course prefix, number and name	Goal(s) <sup>1</sup>	Credits Applied	Equiv Sub Way
Minnesota Transfer Curriculum-General Education						
ENG 1117 Reading and Writing Critically	1	4	General Elective		4	
Science or Math Elective (Science lab course in Biology, Chemistry, Earth Science, or physics ) OR (Math 1111 college level or above)	3 or 4	3	Natural Science OR Analytical Reasoning		3	Sub
ECON 1101 Introduction to Economics	5	3	Economics requirement for the Marketing Major		3	Sub
Humanities Elective (Art, Dance, English Literature, Foreign Culture, Humanities, MCOM 1106, Music, Philosophy, Speech, Theater)	6	3	Application to gen ed area determined by course selection. Consult with a CSS advisor for recommendations.		3	Sub
Open Electives from MNTC Goals 1-10	1-10	2	Recommend taking course equivalent for a general education area at CSS. Consult with a CSS advisor for recommendations.		2	
<b>MnTC/General Education Total</b>		<b>15</b>				

**Special Notes, if any:** St. Scholastica accepts the Associate in Arts or MNTC as meeting our lower division general education requirements except for a Religious Studies course.

<sup>1</sup> MnTC goal areas transfer to the receiving college/university according to the goal areas designated by the sending college/university

## SECTION B - Major, Emphasis, Restricted and Unrestricted Electives or Other

(pre-requisite courses, required core courses, required courses in an emphasis, or electives (restricted or general) within the major). **Restricted electives (in Major)** fulfill a specific requirement within a major. Example A: "Chose two of the following three courses." Example B: A Biology degree may require 40 science credits (20 credits of required courses + 20 credits of listed related courses, such as botany, genetics, sociobiology, etc. which students can select)

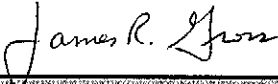


College (sending)		University (receiving)		
course prefix, number and name	Credits	course prefix, number and name	Credits	Equiv. Sub Wav
ACCT 2217 Financial Accounting	4	ACC 2210 Principles of Financial Accounting	4	Equiv
BUS 2201 Principles of Marketing	3	MKT 2320 Principles of Marketing	3	Equiv
BUS 2232 Principles of Management	3	MGT 2120 Principles of Management	3	Equiv
BUS 1101 Introduction to Business	3	MGT 1110 Intro to Business - Unrestricted elective	3	Equiv
BUS 2144 Introduction to e-Business	3	MGT 3140 E-Commerce for New Enterprise	3	Equiv
BUS 2150 Introduction to International Business	3	Upper Division Elective in the Major	3	
BUS 2214 Retailing	3	Unrestricted General Elective	3	
BUS 2101 Personal Finance	3	Unrestricted General Elective	3	
BUS 2235 Organizational Dynamics	3	Upper Division Elective in the Major	3	
BTEC 2350 Microcomputer Applications	3	Unrestricted General Elective	3	
BUS 2202 Promotional Strategies	3	MKT 3340 Marketing Promotion	3	Sub
BU 2215 Salesmanship	3	Unrestricted General Elective	3	
BUS 2290 Current Topics in Business	1	Unrestricted General Elective	1	
ACCT 2218 Managerial Accounting	4	ACC 2220 Principles of Managerial Accounting	4	Equiv
Open Elective	3	Unrestricted General Elective	3	Equiv
		College's unrestricted elective credits accepted in transfer (if none enter 0)		
<b>Major, Emphasis, Unrestricted Electives Total</b>	<b>45</b>	<b>Total College Credits Applied (sum of sections A and B)</b>	<b>60</b>	

## SECTION C - Remaining University (receiving) Requirements

	course prefix, number and name	Credits
	CIS 2105 Information Systems Applications	4
	MGT 3130 Quantitative Methods for Decision-Making	4
	MKT 3320 Marketing on the Internet	4
	PHL 3354 Management Ethics	4
	MKT 3380 Logistics and Distribution Channels	4
	Marketing Strategy Concentration	
	--- MKT 3350 Designing Successful Products	4
	--- MKT 3370 Services Marketing	4
	--- MKT 4360 Marketing Strategy	4
	--- MGT 3240 Human Resource Management	4
	ENG 1110 First Year Composition	4
	CTA 1102 Human Communication	4
	Natural Science (unless transferrable course is taken for gen ed in AAS degree)	0-4
	Analytical Reasoning (unless transferrable course is taken for gen ed in AAS degree)	0-4
	Literature (May be met by Goal 6 gen ed if Lit)	0-4
	Fine Arts (May be met by Goal 6 gen ed if Fine Art)	0-4
	History	4
	World Language (can exempt if completed 3 yrs of another language in high school)	8
	Cultural Diversity ( may be combined with another gen ed meeting cultural diversity area)	0-4
	Religious Studies	4
	Writing Intensive	4
	University unrestricted elective credits not counted elsewhere	0

	<b>Total Remaining University Credits</b>	68-84
<b>Special Notes, if any:</b>		

<b>SECTION D - Summary of Total Program Credits</b>			
College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	15		
Major, Emphasis, Unrestricted Electives or Other	45		
<b>Total College Credits</b>		<b>Total College Credits Applied</b>	60
		<b>Remaining credit to be taken at the university (receiving institution)</b>	68-84
		<b>Total Program Credits</b>	128-144
<b>Special Notes, if any:</b>			
College of St. Scholastica (CSS) requires that students complete a minimum of 32 semester credits at CSS. A total of 128 credits, of which 42 credits are upper division (3000+) are required to earn the Bachelor of Arts in Marketing degree. The remaining 96 credits can be completed at Rochester Community and Technical College. Students are advised to meet with a CSS advisor to ensure degree completion plan includes necessary upper division credit.			

College	Name	Signature	Date
Chief Academic Officer			
Vice President of Academic Affairs	Jim Gross, Ph.D		6/6/13
Title			
University	Name	Signature	Date
Chief Academic Officer	Larry Goodwin, Ph.D.		7/2/13
Vice President for Academic Affairs	Elizabeth Domholdt, Ed.D.		7/2/13
Title			
DARS Encoder			
Date when equivalencies were encoded in DARS by the receiving MnSCU institution.			