

Articulation Agreement

Between
Associate of Science – Marketing
&
Bachelor of Science - Marketing

Sending Institution: Alexandria Technical College, Alexandria, MN
Receiving Institution: Southwest State University, Marshall, MN

Statement of Purpose:

The purpose of this agreement is to facilitate credit transfer and provide a smooth transition from one related degree to another. It is further recognized that the attached appendix shall describe the required program of study at Alexandria Technical College, for admission eligibility to Southwest State University, in the Bachelor of Science - Marketing.

Terms and Conditions:

The evaluation and transfer of earned college credits shall be in full compliance with MnSCU policies and all other state and federal education policies pertaining to undergraduate credit transfer. Current students and graduates who have earned an AS degree from Alexandria Technical College shall be eligible for credit evaluation under the terms of this agreement. Degree specific requirements and/or required courses are listed in the appendix of this agreement.

Associate in Science degree transfer students will be accorded the same standards and criteria for admission to Bachelor of Science - Marketing as Southwest State University students and will transfer the first two years of this articulated baccalaureate degree. Completion of the Minnesota Transfer Curriculum will exempt the student from additional lower-division general education courses unless the degree requires specific lower division general education courses.

Applicants accepted by Southwest State University must fulfill the graduation requirements of the granting institution.

Collaboration Practices:

The resources of both institutions, including faculty and space, will be used in a manner that enhances the educational opportunities available to students. In addition:

- Upon student request, each institution will forward to the other copies of transcripts for students seeking transfer.
- Both institutions will work together to develop counseling, advising, transcription, registration and financial aid procedures to facilitate enrollment of students.
- Both institutions will inform potential students of this program.

Articulation Implementation and Agreement Review:

The Chief Academic Officer or designee of the collaborating institutions shall be responsible for implementing this agreement, for identifying and incorporating any changes into subsequent agreements, and for conducting a periodic review of this agreement.

This agreement becomes effective on 5/1/2003 and remains in effect until 5/1/2006 unless terminated by either party with prior written notice.

Sending Institution:

Philip J. Bell 4/7/03
President Date

Debra Taylor 3/31/03
Chief Academic Officer Date

Leslie Holcher 3/31/03
Dean or Designee Date

Receiving Institution:

W. Hancock 4/24/03
President Date

R. J. [Signature] 4/28/03
Chief Academic Officer Date

George Mitchell 4/28/03
Dean or Designee Date

For more information contact Alexandria Technical College or Southwest State University.

Appendix

Alexandria Technical College & Southwest State University – Marshall

**Associate of Science - Marketing
(64 semester credits)**

Core Courses Offered at Alexandria Technical College	SWS Equivalent
SOCS 1404 Personal Finance	General Elective
ITEC 1430 Introduction to Computer	BADM 280
MKTG 1505 Retail Management and Merchandising	General Elective
MKTG 2515 Quality Customer Service	General Elective
MKTG 2518 Supervision Human Resource Management	General Elective
MKTG 1511 Advertising and Sales Promotion	} MKTG 301 } 6 Gen Elect's
MKTG 1515 Selling Principles and Practice	
MKTG 1525 Principles of Marketing	

Total 24 credits

Required MnTC Courses Offered at ATC

MATH 1445 Intro to Statistics	BADM 230
ECON 1420 Introduction to Macroeconomics	ECON 202
ECON 1430 Introduction to Microeconomics	ECON 201
HUMA 1440 Ethics	PHIL 130
Total	12 credits

Additional MnTC Courses Offered at ATC

Completion of these courses will meet the requirements of the Minnesota Transfer Curriculum – (MnTC).

Total 28 credits