

ANOKA-RAMSEY COMMUNITY COLLEGE  
METROPOLITAN STATE UNIVERSITY

This agreement is being voluntarily entered into by the administrations of Anoka-Ramsey Community College and Metropolitan State University for the mutual benefit of students and prospective students of the two institutions. The purpose of this agreement is to permit and encourage the transfer of students and to facilitate their smooth transition from the Anoka-Ramsey Community College A.A.S. degree in **Business/Marketing** to the Metropolitan State University B.A. degree with an emphasis in **Marketing**.

Program Articulation

Metropolitan State University agrees to admit all Anoka-Ramsey Community College students who have earned the 1) A.A.S. in Business/Marketing/Management with a Marketing Option and 2) at least 80 transferable credits (with a 2.0 g.p.a.) into its upper division program and to apply all those credits toward a B.A. degree emphasizing Marketing, according to the format shown in Attachment A. To facilitate transition into the Metropolitan State University degree program, the university will offer its educational planning course on the Anoka-Ramsey Community College campus or at another convenient location at the request of the program. Both Metropolitan State University and Anoka-Ramsey Community College agree to advertise this program articulation in their respective catalogs for the duration of the agreement. No payment of funds between institutions is authorized under this section of this agreement.

Metro State Admissions

Metropolitan State University agrees to accept any transferable courses (up to a limit of 99 lower-division credits) successfully completed at Anoka-Ramsey Community College from students who meet Metro State's admissions criteria. Students who complete the specific courses outlined in Attachment B at Anoka-Ramsey Community College will not be expected to take the Metro State courses listed in that same attachment.

Cooperative Offerings

Students enrolled at Metropolitan State University may incorporate appropriate Anoka-Ramsey Community College courses into student-designed independent studies with the approval of their Metro State advisors.

In situations where, because of facilities or equipment requirements, Metro State is unable to offer a course integral to the curriculum, Metro State might arrange with Anoka-Ramsey Community College for offerings through which Metro State students may gain upper division learning. Such offerings will be approved through usual Metro State procedures. In such cases, Metropolitan State University will collect and remit to Anoka-Ramsey Community College the appropriate payment for students enrolled in Anoka-Ramsey Community College courses.

From time to time, it may be desirable for the two institutions to share classroom space and/or to offer a single course jointly. Specific financial and scheduling arrangements for such will be worked out at that time.

Duration

This agreement becomes effective upon date of signing and remains in effect unless terminated. The agreement may be amended or terminated for succeeding academic years by mutual agreement of the two institutions on or before June 30 of each year.

Persons Responsible/Evaluation

The Dean of Curriculum, Instruction and Assessment at Metropolitan State University and the Dean of Academic Affairs at Anoka-Ramsey Community College will be responsible for implementing this agreement. Each institution will collect outcome assessment data and the persons responsible will meet at least once a year prior to June 30 to share data and any problems or issues associated with the articulated program.

METROPOLITAN STATE UNIVERSITY

\_\_\_\_\_  
President Date  
  
\_\_\_\_\_  
Signature Present 6/28/88  
Date  
Dean, Curriculum,  
Instruction & Assessment  
  
\_\_\_\_\_  
Signature Present 6-28-88  
Date  
Center Coordinator

ANOKA RAMSEY COMMUNITY COLLEGE

\_\_\_\_\_  
Signature Present 6/30/88  
Date  
President  
  
\_\_\_\_\_  
Signature Present 6/30/88  
Date  
Dean of Academic Affairs  
  
\_\_\_\_\_  
Signature Present 6/30/88  
Date  
Program Coordinator

ATTACHMENT A

SUGGESTED FOUR YEAR CURRICULUM  
FOR ANOKA-RAMSEY COMMUNITY COLLEGE STUDENTS  
WITH A.A.S. DEGREE IN BUSINESS/MARKETING/MANAGEMENT  
MARKETING OPTION

METROPOLITAN STATE UNIVERSITY  
B.A. DEGREE EMPHASIZING MARKETING

**I. Requirements for Anoka Ramsey Community College Degree**

1. Core Requirements

			<u>Credits</u>
BUS	101	Introduction to Business	4
BUS	103	Human Relations in Business	3
BUS	110	Business Data Processing	4
BUS	131	Principles of Accounting	4
BUS	142	Principles of Marketing	4
BUS	205	Business Interviewing Techniques	2
BUS	211	Business Law I	3
BUS	221	Supervision	3
BUS	242	Principles of Retailing	3

2. Marketing Option

BUS	144	Advertising	3
BUS	146	Sales Psychology	4
BUS	244	Principles of Management	3
BUS	253	Market Research Techniques	3
BUS	254	Consumer Behavior	3

## 3. Distribution Requirements

Communications (16 credit minimum)

a. Two composition courses as specified by program requirements  
English 111 and 121

b. Speech 101 or 102

c. Business 104 Written Business Communications

Humanities and/or Literature -- minimum of 3 credits

Social Sciences -- minimum of 3 credits

Science and/or Mathematics -- minimum of 3 credits

Health/Physical Education Requirements -- minimum of three

Select additional three credits from any of the following disciplines:  
Anthropology, Art, Journalism, Math, Music, Natural Science, Physical  
Education, Physics, Political Science, Psychology, Sociology, Speech,  
Theatre.

**II. Suggested Electives at Anoka-Ramsey Community College**

Metro State recommends that students choose program electives from the following:

BUS 105	Individual/Corporate Income Tax	4
BUS 122	Business Ethics & Social Issues	3
BUS 246	Small Business Management	3
BUS 247	Business Finance	3
ECON 101	Survey of Economics	3
ECON 201	Introduction to Banking & Finance	2
POLS 103	Consumer Education	3
PSYC 101	Career Development	2
PSYC 111	General Psychology I	3
SOC 111	General Sociology	3

**III. Areas that may either be covered at the Anoka-Ramsey Community College or at Metro State but not both institutions**

Introduction to Business  
Business Math  
Principles of Accounting  
Principles of Marketing  
Advertising  
Human Relations in Business  
Business Interviewing Techniques  
Business Data Processing

Business Law I  
Supervision  
Principles of Management  
Market Research Techniques  
Marketing Research  
Consumer Behavior  
Economics  
General Psychology  
General Sociology

#### IV. Suggested areas to be covered while at Metro State

Students who complete the Associate of Applied Science with a Marketing Option at Anoka-Ramsey Community College will design individual degree plans consisting of 24 offerings--courses, internships, independent studies or experiential based learning which address, but are not to be limited to the areas listed below. The requirements may be less for students with more than 90 transferable credits and more for those with fewer.

1. Individualized Educational Planning - All students plan education programs which address their educational needs.

##### 2. Communications

The ability to communicate effectively through writing and speaking is fundamental to all academic work, as well as to vocational and personal pursuits. Students, after taking the diagnostic writing exercise in IEP, are encouraged to select appropriate writing courses. Other courses in this competence area may include selections from speech communication, language and linguistics, and Media and computers.

##### 3. Community and Society

The learning opportunities in this competence area are designed with the goal of nurturing active, thoughtful citizens and effective community leaders. Courses are offered in the areas of law, political science, sociology and anthropology. courses in other areas such as economics, psychology, history and literature may be included to the extent that they focus on the relationship of the individual to the broader community.

##### 4. Culture Science and Tradition

Students are encouraged in this area to focus on the arts and humanities to broaden their base of liberal arts learning. The humanities courses are designed to familiarize students with the basic processes of thought, evaluation and analysis used in such disciplines as philosophy (including ethics and logic), religion, art, music, history and literature.

##### 5. Vocational

New Product Planning and Development  
Advertising Campaign Planning and Management  
Marketing and Advertising Law

6. Avocational

Metro State's educational philosophy is founded on the premise that adults should be lifelong learners--learners who are able to establish their own goals and objectives, and achieve those using community resources. In the avocation competence area, students are encouraged to select learning opportunities that will facilitate their lifelong learning and growth in areas unrelated to vocation. A broad range of courses may be used to fulfill this competence area including study in communication, the arts and humanities, and community and society.

ATTACHMENT B

COURSE ARTICULATION  
ANOKA-RAMSEY COMMUNITY COLLEGE  
A.A.S. DEGREE IN MARKETING

METROPOLITAN STATE UNIVERSITY B.A.  
DEGREE  
EMPHASIZING MARKETING

Courses Required and Recommended for  
A.A.S. Degree in Small Business  
Management

Metropolitan State University  
Courses

Business Data Processing  
Principles of Accounting (BUS 131)  
Principles of Marketing  
Business Law I  
Principles of Supervision  
Advertising  
Market Research Techniques  
Consumer Behavior

Computers and Information Processing  
Intro. to Financial Accounting I  
Principles of Marketing  
Business Law I  
Effective Supervision  
Advertising Practices and Procedures  
Marketing Research  
Consumer Psychology