

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

**St Cloud Technical & Community College  
005534  
AND  
Southwest Minnesota State University  
002375**

\*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 **St. Cloud Technical & Community College** (hereinafter sending institution), and **Southwest Minnesota State University**, Marshall, MN (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 Sales Management Marketing, A.A.S. (hereinafter sending program), and the receiving institution has established a

**Marketing, B.A.S**

(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, including grade requirements for courses and an overall GPA requirement

**Transfer of Credits**

- A. The receiving institution will accept **60** credits from the sending program. A total of **74** 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 "Transferology" 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 01/01/2020 and shall remain in effect until the end date of 07/31/2025 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 changes to either program occur while the agreement is in effect.
- D. This Articulation Agreement will be reviewed by both parties beginning 01/31/2025 (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



## 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).

Major, Emphasis, Restricted, Unrestricted Electives or Other Courses									
Major or Emphasis Courses									
Course prefix	number	name	Credits	Course prefix	number	name	Credits Applied	Equiv, Sub, Wav	
CPTR	1210	Introduction to Computers	3	MGMT	221	Computer Concepts & Applications	3	Equiv	
SAMG	1200	Principles of Marketing	3	MKTG	301	Principles of Marketing	3	Equiv	
SAMG	1215	Principles of Management	3	MGMT	300	Principles of Management	3	Equiv	
SAMG	2255	Professional Sales Strategies	9	MKTG	331	Professional Selling (3 crs) Technical Electives (6 crs)	9	Equiv + Elec.	
SAMG	1211	Professional Sales Fundamentals							
SAMG	2280	Sales Force Management							
SAMG	1236	Professional Development	2			Technical Elective	2		
SAMG	1241	Internship I	2			Technical Elective	2		
BUSM	1260	Applied Business Mathmatics and Calculators	3			Technical Elective	3		
SAMG	1251	Financial Strategies Fundamentals	3			Technical Elective	3		
SAMG	2245	Marketing Strategies	3			Technical Elective	3		
SAMG	1206	Strategic Customer Service	3			Technical Elective	3		
SAMG	2266	Internship II	2			Technical Elective	2		
SAMG	2270	Managing Human Resources	3			Technical Elective	3		
SAMG	1221	Branding and Promotion	3			Technical Elective	3		
SAMG	2285	Entrepreneurship	3			Technical Elective	3		
Other Courses - technical electives			0	Other Courses			0		
<b>Major, Emphasis, Unrestricted Electives Total</b>			<b>45</b>	<b>(sum of sections A and B)</b>			<b>60</b>		

**Special Notes, if any:** Equivalent transfers will not count for upper division credits.

**SECTION C - Remaining University (receiving) Requirements**

Major course prefix, number and name				
	Course prefix	number	name	Credits
	ECON	201	Microeconomic (if not taken in Sec A) (3)	
	ECON	202	Macroeconomics (if not taken in Sec A) (3)	
	ACCT	211	Principles of Accounting I	3
	ACCT	212	Principles of Accounting II	3
	FIN	230	Business Statistics I	3
Start of Upper Division				
	MKTG	381	Advertising Management	3
	MKTG	421	Business-to-Business Marketing	3
	MKTG	441	Marketing Research	3
	MKTG	491	Strategic Marketing Policy	3
	ECON	470	International Economics	3
	BLAW	305	Business Law I: Legal Environment and Contract Law	3
	FIN	350	Managerial Finance	3
UPPER DIVISION (Major) ELECTIVE COURSE FROM APPROVED LIST				
	MGMT	330	Organizational Behavior and Theory	15
<u>OR</u>	MGMT	442	Prod & Oper Management	
<u>OR</u>	MGMT	460	Leadership and Team Management	
<u>OR</u>	MKTG	321	Retail Management	
<u>OR</u>	MKTG	391	Consumer Behavior	
<u>OR</u>	MKTG	411	Integrated Marketing Communications (IMC)	
<u>OR</u>	MKTG	431	Sales Management	
<u>OR</u>	MKTG	442	Creativity and Innovation	
<u>OR</u>	MKTG	451	e-Marketing	
<u>OR</u>	MKTG	451L	e-Marketing Lab	
<u>OR</u>	MKTG	452	Social Media Marketing	
<u>OR</u>	MKTG	461	Entrepreneurial Marketing	
	MKTG	471	International Marketing	
Total Upper Division complete by articulation				( 36 )
Unrestrive upper division elective to meet 40 credits				4
MNTC Courses to reach Min of 40 credits and 10 goal areas				25
requirement				
<b>Total Remaining University Credits<sup>2</sup></b>				<b>74</b>

Total Major Credits left to complete  
45

**Special Notes, if any:** MKTG 301 & MGMT 300 transferred from sending institution.


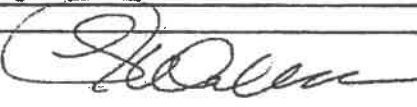

**SECTION D - Summary of Total Program Credits**

College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	15		
Major, Emphasis, Unrestricted Electives or Other	45		
<b>Total College Credits</b>	<b>60</b>	<b>Total College Credits Applied</b>	<b>60</b>
		<b>Remaining credit to be taken at the university (receiving institution)</b>	<b>74</b>
		<b>Credits required to reach 120 total credits (Electives)</b>	<b>0</b>
		<b>Total Program Credits</b>	<b>134</b>

**Special Notes, if any:**

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

<sup>2</sup> At least 40 of the required credits for the baccalaureate degree shall be at the upper-division level. If a lower division course is shown as

College	Name	Signature	Date
Chief Academic Officer			
Title	Lisa Stich		10/25/19
University	Name	Signature	Date
Chief Academic Officer			
Provost	Teri Wallace		10-15-19
Title			
DARS Encoder	Pat Carmody		10/30/19

Date when equivalencies were verified/encoded in DARS by the receiving MnSCU institution

PROGRAM ARTICULATION TABLE		
	College (sending)	University (receiving)
Institution	St. Cloud Technical & Community College	Southwest Minnesota State University
Program name	Sales Management Marketing	Marketing
Award Type (e.g., AS)	A.A.S.	B.A.S
Credit Length	60	120