

Articulation Agreement

Herkimer County Community College
Business: Business Administration (A.S.)

SUNY Plattsburgh
Marketing (B.S.)

Spring, 2016

THE AGREEMENT

This articulation agreement is intended to facilitate the transfer of graduates from Herkimer County Community College's Associate in Science (A.S.), Business: Business Administration program to SUNY Plattsburgh's Bachelor of Science (B.S.), Marketing program.

OBJECTIVES

1. To attract qualified students to Herkimer County Community College and SUNY Plattsburgh.
2. To facilitate upward educational career mobility in marketing.
3. To promote the efficient transfer of qualified students from Herkimer County Community College to SUNY Plattsburgh.
4. To disseminate program specific information to students who wish to obtain a baccalaureate degree in marketing.
5. To provide students with advisement in academic and career planning throughout their program of study.
6. To reduce the completion of unnecessary courses.
7. To facilitate communication and academic coordination between faculty, students and administrators at each institution.

TERMS AND CONDITIONS

1. A graduate of Herkimer County Community College's Associate in Science (A.S.), Business: Business Administration program, will be accepted into SUNY Plattsburgh's Bachelor of Science (B.S.), Marketing program, upon meeting the following conditions:
 - a. Apply for admission to SUNY Plattsburgh.
 - b. Achieve a minimum over-all cumulative grade point average of 2.3.
2. SUNY Plattsburgh will accept up to 67 Herkimer County Community College transfer credits.
3. A Bachelor of Science with the major in Marketing will be awarded upon meeting the following:
 - a. Satisfactory completion of a minimum of 120 credit hours.
 - b. A minimum grade point average of 2.0.

- c. A minimum grade of “C” in Written Expression (Herkimer’s EN111).
 - d. A minimum overall GPA of 2.0 in all School of Business and Economics (ACC, BUS, ECO, FIN, MGM, MIS, MKE, SCM) courses.
 - e. A minimum of 45 credit of upper-division, 300-400 level courses, with 21 of the upper-division credits being completed in residence at Plattsburgh.
 - f. The departmental residency requirement is a minimum of 30 major (ACC, BUS, ECO, FIN, MGM, MIS, MKE, SCM) credits completed at Plattsburgh.
 - g. The residency requirement is 36 credit hours completed at Plattsburgh.
 - h. Completion of 60 credits in liberal arts.
 - i. Completion of general education.
 - j. Completion of all major requirements.
 - k. Students must complete 30 of their last 36 credits in residence.
4. Herkimer County Community College and SUNY Plattsburgh will disseminate information about this articulation agreement.
 5. Changes in this agreement can be made at any time by mutual consent.
 6. This agreement will remain in effect for three years. The agreement can be terminated by either party prior to this date. Termination would require a minimum of six months notification.

Herkimer County Community College
 Business: Business Administration – Associate in Science (A.S.)

<u>Catalog#</u>	<u>Course Title</u>	<u>Credit Hours</u>
1st Year		
1st Semester		
BU111	Business Organization and Management	3
BU114	Accounting I	3
EN111	English I – College Writing	3
FS100	First Year Student Seminar	1
IS111	Keyboarding Essentials	1
	Laboratory Science	4
	Total Credit Hours:	15
2nd Semester		
BU115	Accounting II	3
BU141	Intro Marketing	3
EN112	English II – Intro to Lit	3
IS115	Computer Applications I	3
	Mathematics Elective	3-4
	Physical Education Activity	<u>1</u>
	Total Transfer Hours:	16-17

2nd Year

3rd Semester

BU112	Business Communication	3
BU121	Business Law I	3
BU232	Principles of Management	3
SS185	Intro Macroeconomics	3
	American History Elective	3
	Physical Education Activity	<u>1</u>
	Total Credit Hours	16

4th Semester

BU122	Business Law II	3
SS186	Intro Microeconomics	3
	Mathematics Elective	3-4
	Arts Elective	3
	Elective	<u>3</u>
	Total Credit Hours	15-16
	Total Credit Hours	62-64

SUNY Plattsburgh Recommendation

The Herkimer County Community College program requires courses which meet 7 of the 10 SUNY General Education competencies and a minimum of 30 credits of general education coursework. The SUNY general Education requirements on the SUNY Plattsburgh program are satisfied.

Herkimer Courses Required:

MA127 Mathematical Statistics I
MA245 Calculus I

This A.S. degree program requires courses that meet 7 of the 10 SUNY General Education competencies and a minimum of 30 credits of general education coursework.

Course Equivalencies:

<u>Herkimer County Community College</u>	<u>SUNY Plattsburgh</u>
BU111 Business Org & Management	BUS1xx Business Elective
BU112 Business Communications	CMM101 Intro to Public Speaking
BU114 Accounting I	ACC201 Intro to Financial Accounting
BU115 Accounting II	ACC202 Intro to Managerial Accounting
BU121 Business Law I	ACC351 Legal Environment of Business
BU141 Principles of Marketing	MKE290 Principles of Marketing
BU232 Principles of Management	MGM280 Principles of Management
IS115 Computer Applications I	MIS275 Business Appl & Info Systems

SS185	Intro Macroeconomics	ECO111	Intro to Macroeconomics
SS186	Intro Microeconomics	ECO110	Intro to Microeconomics
EN111	English I – College Writing	ENG101	College Writing II
EN112	English II – Intro to Lit	ENG195	Intro Literary Study I
MA127	Mathematical Statistics I	MAT161(ECO260)	Introductory Statistics
MA141	Precalculus	MAT102	Precalculus
MA245	Calculus I	MAT224	Calculus I

Courses to be completed at SUNY Plattsburgh:

General Education

Students enrolling at SUNY Plattsburgh with 7 of the 10 SUNY General Education areas completed and have at least 30 SUNY General Education credits, will have satisfied the SUNY General Education portion of their Plattsburgh degree requirements. The only remaining General Education course needed will be the Plattsburgh requirement of Global Issues.

	<u>Credit Hours</u>
Global Issues	3

SUNY Plattsburgh

Major Requirements – Marketing (B.S)

<u>Catalog#</u>	<u>Course Title</u>	<u>Credit Hours</u>
A. Departmental Requirements: (63 cr.)		
ACC210	Introduction to Financial Accounting	(HCCC's BU114)
ACC202	Introduction to Managerial Accounting	(HCCC's BU115)
ACC351	Legal Environment of Business	(HCCC's BU121)
BUS388	Seminar in Professionalism	3
ECO110	Introduction to Microeconomics	(HCCC's SS186)
ECO111	Introduction to Macroeconomics	(HCCC's SS185)
ECO260	Business Statistics I	(HCCC's MA127)
ECO362	Business Statistics II	3
FIN355	Principles of Finance	3
MGM280	Principles of Management	(HCCC's BU232)
MGM350	Introduction to Mathematical Modeling in Business	3
MGM490	Strategic Management	3
MIS275	Business Applications and Info Systems	(HCCC's IS115)
MKE290	Principles of Marketing	(HCCC's BU141)
MKE326	International Marketing	3
MKE335	Marketing Research	3
MKE480	Marketing Strategy	3
BUS489	Business Exit Exam	0

	<i>Select one course: (3 cr.)</i>	
MKE321	Principles of Advertising *	
MKE322	Sales Force Management*	3

	<i>Select three Courses: (9 cr.)</i>	
MKE321	Principles of Advertising *	
MKE322	Sales Force Management*	
MKE323	Retail Store Management	
MKE324	Public Relations in the Promotion Mix	
MKE325	Marketing Channels Strategy	
MKE328	Services Marketing	
MKE380	Creative Process in Marketing	
MKE385	New Product Development	
MKE401	Interactive Marketing and E-Commerce	
MKE402	Procurement	
MKE410	Franchising in the U.S. and Canada	
MKE421	Consumer Behavior	
MKE422	Business-to-Business Marketing	
MKE442	Selected Marketing Topics	
MKE498	Marketing Internship	<u>9</u>

*May not be used to satisfy both categories.

Major Requirements Total	36
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B. Cognate Requirements: (6-7 cr.)

BUS203	Business Ethics and Modern Society OR	
CMM101	Intro to Public Speaking	(HCCC's BU112)
MAT221	Calculus for the Life, Mgt & Soc Sci I OR	
MAT224	Calculus I	(HCCC's MA245)

CREDITS REMAINING AT PLATTSBURGH

Major Requirements	36
Plattsburgh General Education	3
Electives	<u>19</u>
TOTAL	58

Approved By:

Herkimer County Community
College



Cathleen McColgin,
President

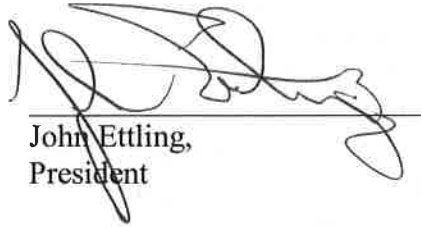


Michael Oriolo,
Provost



Alan Cronauer,
Associate Dean for Academic
Affairs

SUNY Plattsburgh



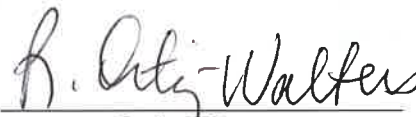
John Ettling,
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James Liszka,
Provost and Vice President for
Academic Affairs



JoAnn Gleeson-Kreig,
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Nancy Church,
Chairperson of Marketing and
Entrepreneurship Department