

MINNESOTA STATE COLLEGES AND
UNIVERSITIES*
ARTICULATION AGREEMENT
BETWEEN

DAKOTA COUNTY TECHNICAL COLLEGE
AND
SAINT MARY'S UNIVERSITY OF MINNESOTA
SCHOOLS OF GRADUATE AND PROFESSIONAL
PROGRAMS

*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 DAKOTA COUNTY TECHNICAL COLLEGE (DCTC) (hereinafter sending institution), and SAINT MARY'S UNIVERSITY OF MINNESOTA SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS (SMUMN) (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 an **A.A.S. in Digital Marketing Specialist** (hereinafter sending program), and the receiving institution has established a **B.S. 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 60 credits from the sending program. A total of 62 credits remain to complete the receiving program (36 of these remaining credits need to be completed at Saint Mary's University).
- 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.
- C. No credit will transfer for courses in which a grade of C- or lower was earned.
- D. No credit will transfer for courses which are pre-freshman level or remedial.
- E. Credit will not be awarded twice for the same learning, including any prior learning or life experience credit awarded.
- F. A maximum of 2.0 semester credits will be awarded for physical education activity courses.

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 (12/01/2015) and shall remain in effect until the end date of (12/01/2020) 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 (06/01/2020) (within six months of the end date).

October 1, 2015

- 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	Dakota County Technical College	Saint Mary's University of Minnesota
Program name	Digital Marketing Specialist	Marketing
Award Type (e.g., AS)	A.A.S.	B.S.
Credit Length	60	122
CIP code (6-digit)	52.1401	52.1401
Describe program admission requirements (if any)		An official transcript issued to Saint Mary's University with a minimum of 30 semester credits including a basic English Composition course.

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/Wav 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 Wav. 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) ¹	Credits	course prefix, number and name	Goal(s) ¹	Credits Applied	Equiv Sub Wav
Minnesota Transfer Curriculum-General Education						
Goal 1: Communication: ENGL1150,	1	3	Written Communications Oral Communications		3	Sub
Goal 2: Critical Thinking	2	0-6				
Goal 3: Natural Sciences	3	3	Science Mathematics		3	Sub
Goal 4: Mathematics	4	3				
Goal 5: History and the Social and Behavioral Sciences:	5	3	Historical, Social and Behavioral Sciences		3	Sub
Goal 6: Humanities and Fine Arts	6	0-6	Humanities and Fine Arts		6	Sub
Goal 7: Human Diversity: SPEE1020	7	3				
Goal 8: Global Perspective	8	0-6	Global Human Perspectives		3	Sub
Goal 9: Ethical/Civic Responsibility	9	0-6	Ethics & Civic Responsibility		3	Sub
Goal 10: People and the Environment	10	0-6				
One course may satisfy more than one emphasis area, but the course credits may	1-10	0-6				

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

be counted only once. Must be completed in 3 Goal Areas					
MnTC/General Education Total	15				

Special Notes, if any: Some SMUMN general education competencies are fulfilled by SMUMN core program or elective courses.

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				
MKTC1000 Principles of Marketing	3			
MKTC1100 Fundamentals of Sales	3			
MKTC1150 Consumer & Professional Buying Power	3			
MKTC2000 Advertising Practices & Procedures	3			
MKTC2105 Marketing Communications Writing	3			
MKTC2310 Public Relations	3			
MKTC2506 Digital Marketing	3	MK306 Digital Marketing	3	Sub
MKTC2507 Digital Media Tools	3			
MKTC2550 International Marketing	3	MK301 Marketing in a 21 st Century Global Economy	3	Sub
MKTC2600 Marketing Research	3			
MKTC2815 Business Law	3			
MKTC2900 Portfolio & Interviewing	1			
MKTC2970 Internship	3			
WEBD1032 Web Fundamentals	2			
WEBD2605 Audio/Video for Presentations	3			
WEBD2680 Multimedia I	3			
**Restricted elective credits - list courses (if none enter 0)	0			
**Unrestricted elective credits (if none enter 0)	0			
Major, Emphasis, Unrestricted Electives Total	45	Total College Credits Applied (sum of sections A and B)	60	

SECTION C - Remaining University (receiving) Requirements


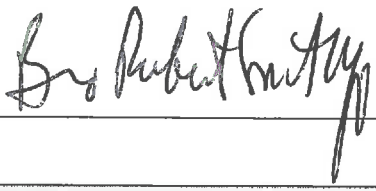
	course prefix, number and name	Credits
	COM309 Professional Writing	3
	COM310 Oral Communications	3
	BU407 Financial Management	3
	MK304 Tech. Enhanced Consumer & Trend Analysis	3
	Select two of the follow three courses: MK302 Marketing Ethics, MK303 Green Marketing, and/or MK307 Social Marketing	6
	MK310 Promotions & Communications	3
	BU490 Strategic Management Capstone	3
	Required MAJOR Elective (See Catalog for options)	12
	Students will meet with a Saint Mary's advisor to determine the elective courses needed for the program. Additional elective credits can be completed at Dakota County Technical College, Saint Mary's University, or from other institutions.	26
	ELECTIVE Credits may exceed 26-credits depending on courses selected.	
		62

Special Notes, if any: **SMUMN will transfer in unrestricted credits from any subject, grades of C or better (with the exception of up to 2 physical education credits).

SECTION D - Summary of Total Program Credits

College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	15		
Major, Emphasis, Unrestricted Electives or Other	45		
Total College Credits	60	Total College Credits Applied	60
		Remaining credit to be taken at the university (receiving institution)	62
		Total Program Credits	122

Special Notes: * Saint Mary's University (SMUMN) requires that students complete a minimum of 36 semester credits at SMUMN (SMUMN's minimum residency requirement), and 122 credits total, to earn the Bachelor of Science in Marketing degree. The remaining 86 credits can be completed at Dakota County Technical College. Credit for prior learning, military training, and standardized exams such as CLEP and DSST can also count toward fulfilling the 86 non-SMUMN credit requirement. Courses completed at colleges and universities other than Dakota County Technical College are also considered for credit transfer into SMUMN.

College	Name	Signature	Date
Chief Academic Officer			
Vice President of Academic and Student Affairs	Michael Opp, Ed.D.		11/10/15
Title			
University	Name	Signature	Date
Chief Academic Officer			
Vice President of the Schools of Graduate and Professional Programs	Robert Smith, FSC, Ph.D.		10-19-15
Title			
DARS Encoder			
Date when equivalencies were encoded in DARS by the receiving MnSCU institution.			