

## PROGRAM ARTICULATION TABLE

	College (sending)	University (receiving)
Institution	Dakota County Technical College	Minnesota State University Moorhead
Program name	Digital Marketing Specialist	Project Management
Award Type (e.g., AS)	AAS	BS
Credit Length	60	120
CIP code (6-digit)		52.0211
Describe program admission requirements (if any)		

### 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) <sub>1</sub>	Credits	course prefix, number and name	Goal(s) <sup>1</sup>	Credits Applied	EquivSub Wav
Minnesota Transfer Curriculum-General Education						
ENGL 1150 Composition I	1	3	ENGL 101 English Composition	1	3	Equiv
SPEE 1020 Interpersonal Communication	1, 7	3	MnTC Goal Area 1, 7	1, 7	3	
General Education Electives Goal Area 3 OR 4 <i>* Recommended: MATS 1300 College Algebra</i>	4 (4)	3 (3)	MnTC Goal Area 4 <i>MATH 127 College Algebra</i>	4 (4)	3 (3)	Equiv
General Education Electives Goal Areas 1 – 10 <i>*Recommended: ECON 1100 Microeconomics</i>	1 – 10 (5)	6 (3)	MnTC Goal Areas 1 – 10 <i>ECON 202 Microeconomics</i>	1 – 10 (5)	6 (3)	Equiv
<b>MnTC/General Education Total</b>		<b>15</b>				

**Special Notes, if any:** \* These courses are recommended because they are requirements of the Project Management BS and satisfy the MnTC goal areas. MSUM accepts the same number of credits and goal areas as DCTC awards for their MnTC 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;"

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

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				
MKTC 1000 Principles of Marketing	3	MKTG 270 Principles of Marketing	3	Equiv
MKTC 2000 Advertising Practices & Procedures	3	Electives	32	
MKTC 2105 Marketing Communications Writing	3			
MKTV 2506 Digital Marketing	3			
MKTC 2507 Digital Media Tools	3			
MKTC 2511 Web Development for Marketers	3			
MKTC 2515 Digital SEM & Analytics	3			
MKTC 2520 Video Content for Marketers	2			
MKTC 2550 International Marketing	3			
MKTC 2600 Marketing Research	3			
MKTC 2605 Data Analytics	3			
MKTC 2815 Business Law	3			
MKTC 1100 Fundamentals of Sales (3), MKTC 1150 Consumer & Prof Buying Behavior (3), MKTC 2900 Portfolio & Interviewing (1), MKTC 2970 Marketing Internship (3)	10	Not Applicable	0	
<b>Major, Emphasis, Unrestricted Electives Total</b>	<b>45</b>	<b>Total College Credits Applied (sum of sections A and B)</b>	<b>50</b>	

**Special Notes:**

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


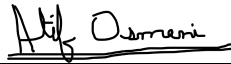


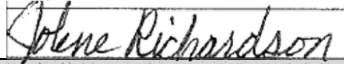
	course prefix, number and name	Credits
	MnTC/ LASC (general education) Goal Areas*	24
	MATH 234 Probability & Statistics (Goal 4)	3
	ACCT 230 Principles of Accounting I	3
	MGMT 260 Principles of Management	3
	OM 380 Methods Improvements	3
	OM 395 Computer Applications for Technologists	3
	OM 470 Purchasing & Sourcing Management	3
	OM 483 Cost Analysis	3
	OM 482 Quality Planning & Implementation	3
	PMGT 456/ MGMT 456 Project Management in Business	3
	PMGT 300 Project Management & Scheduling	3
	PMGT 301 Customer Relationship Management <b>OR</b>	3
	PMGT 433 Dale Carnegie Skills for Success	
	PMGT 385 Process Leadership	3
	PMGT 400 Advanced Project Management, Risk & Liability	3
	PMGT 401 Consulting <b>OR</b>	3
	MGMT 371 Intro to Business Analytics <b>OR</b>	
	OM 472 Logistics Management & Network Design	
	PMGT 492 Project Management	3
	PMGT 469 Internship <b>OR</b>	3
	BUS 480 Dragon Consulting	
	**MATH 127 College Algebra	(3)
	**ECON 202 Principles of Economics I: Microeconomics	(3)
	<b>Total Remaining University Credits<sup>2</sup></b>	<b>72</b>

**Special Notes:** \*MnTC goal areas must be met and 42 MnTC/ LASC total credits earned. It is recommended that LASC courses that double count in more than one goal area be taken. \*\*If the course equivalencies weren't taken at DCTC these courses will need to be taken at MSUM.

### 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>	60	<b>Total College Credits Applied</b>	50
		<b>Remaining credit to be taken at the university (receiving institution)</b>	72
		<b>Total Program Credits</b>	122

<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 equivalent to an upper division course, check with the university to determine if it will count toward the 40 required credits of upper division.

College	Name	Signature	Date
Chief Academic Officer	Mike Opp	 Vice President of Academic Affairs	7/1/2021
Title			
University	Name	Signature	Date
Department Chairperson	Atif Osmani		07/01/2021
Academic Dean	Josh Behl		7/5/2021
Chief Academic Officer	Arrick Jackson		7/6/21
DARS Encoder	Jolene Richardson		7/7/2021
Date when equivalencies were verified/encoded in DARS by the receiving MnSCU institution.			