

Transfer Articulation Agreement
between
STATE UNIVERSITY OF NEW YORK AT COBLESKILL
and
HUDSON VALLEY COMMUNITY COLLEGE

June 2018

This agreement establishes procedures to promote the easy transition of Associate in Applied Science (AAS) degree graduates in Marketing at Hudson Valley Community College (HVCC) to the Bachelor of Business Administration (BBA) degree program with a Marketing minor at the State University of New York College at Cobleskill (SUNY Cobleskill).

Objectives of the Agreement

1. To provide a transfer path to qualified HVCC graduates who want to enhance their education and careers by pursuing a bachelor's degree.
2. To assist academic advisors with pertinent academic information for students who wish to continue their education in an upper-division program.
3. To attract qualified students to HVCC and SUNY Cobleskill.
4. To facilitate communication and academic coordination between faculty and administrators at each institution regarding curriculum and the transferability of the courses.

Terms of the Agreement

1. Students from HVCC, who have completed an AAS degree graduates in Marketing with the courses outlined in the attached corresponding addendum and a minimum 2.25 cumulative grade point average, will be guaranteed admission into the Bachelor of Business Administration degree program with a Marketing minor at SUNY Cobleskill with full junior status.
2. Transfer students must complete and file the SUNY Admissions Application indicating transfer to SUNY Cobleskill prior to November 1 for spring semester entry and prior to May 10 for fall semester entry.
3. All required and elective courses bearing the major field prefixes, must have C grades or better to be accepted for transfer credit.
4. Students who do not meet the requirements of this agreement will also be considered for admission. They will be evaluated on an individual basis.

Review and Revision of the Agreement

This agreement will be reviewed when substantial changes are made in the curriculum on either campus. At the request of either party, a review of the Transfer Articulation Agreement will be conducted by both institutions.

Termination

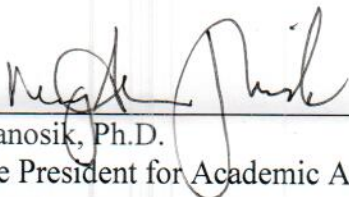
This agreement shall remain in force from September 2018, when AAS program begins, until such time as either institution elects to terminate it. Termination by either institution will be announced with sufficient anticipation to assure any students enrolled the opportunity to be admitted to SUNY Cobleskill under its terms.

Effective Date and Signatures

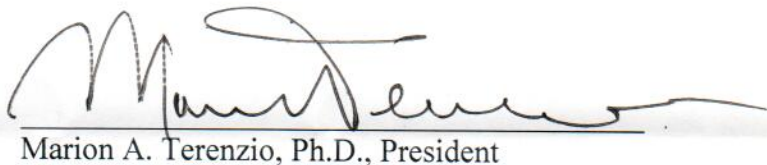
This agreement will become effective September 2018, upon acceptance of Agreement, with appropriate signatures.

HUDSON VALLEY
COMMUNITY COLLEGE

SUNY COBLESKILL



MaryAnn Janosik, Ph.D.
Interim Vice President for Academic Affairs



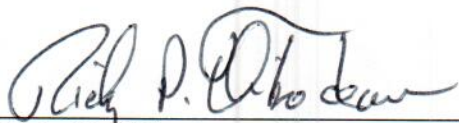
Marion A. Terenzio, Ph.D., President



P. Phillip White, Dean
Schools of Business and Engineering and
Industrial Technologies



Susan J. Zimmermann, Ph.D., Provost
and Vice President for Academic Affairs



Ricky P. Thibodeau, Department Chair
Accounting/Entrepreneurship/Marketing



Jeffrey M. Anderson, Ph.D., Dean
School of Business and Liberal Arts & Sciences



Anita D. Wright, Director
Professional & Continuing Education

HUDSON VALLEY COMMUNITY COLLEGE
Marketing (AAS)
TO
STATE UNIVERSITY OF NEW YORK AT COBLESKILL
Bachelor of Business Administration (BBA) – with Marketing Minor

ADDENDUM

| | HVCC Course | | | Cobleskill Equivalent | |
|-------------------------|---|----|-----------------------|---|--------|
| FORM 104 | College Forum | 1 | FFCS 101 | EL - Foundation for College Success | 1 |
| ACTG 110 | Financial Accounting | 4 | ACCT 101 ACCT 1XX | MF - Financial Accounting EL - Financial Accounting | 3 1 |
| BADM 110 | Legal & Ethical Environ of Business I | 3 | BADM 224 | PR - Business Law II | 3 |
| BADM 111 | Legal & Ethical Environ of Business II | 3 | BADM 223 | MF - Business Law I | 3 |
| BADM 200 | Business Communication | 3 | BADM 145 | MF - Business Communications | 3 |
| BADM 120 or BADM 221 | Business Math or Quantitative Bus. Applications | 3 | MATH 113/ BADM 2XX | EL – Math of Finance or EL- Quantitative Bus. Applications | 3 |
| BADM 220 | Statistics | 4* | MATH 125 MATH 1XX | LAS (GE MA) – Statistics EL – Math elective | 3 1 |
| ENGL 101 | English Composition I | 3* | ENGL 101 | LAS (GE CM) Composition I | 3 |
| PSYC 100 | General Psychology | 3 | PSYC 111 | LAS (GE SS) – General Psychology | 3 |
| BADM 207 | Organization and Management | 3 | BADM 249 | MF - Management | 3 |
| MKTG 120 | Principles of Marketing | 3 | BADM 134 | MF (MM) – Principles of Marketing | 3 |
| MKTG 200 | Advertising | 3 | BADM 2XX | PR – Bus. Elective Advertising | 3 |
| MKTG 210 | Digital Marketing | 3 | BADM 311 | PR (MM) - E-Marketing | 3 |
| MKTG 295 | Marketing Management & Strategy | 3 | BADM 420 | MF (UL Mgmt.) (MM)–Marketing Management | 3 |
| MKTG 214 | Bus. Elective: Selling & Sales Management | 3 | BADM 137 | PR (MM) – Professional Selling | 3 |
| BADM/ MKTG | Business Elective | 3 | <i>Equivalent</i> | PR - <i>Equivalent course</i> | 3 |
| ECON 100 | Restricted Econ: Princ. of Macroeconomics | 3* | ECON 124 | LAS (GE SS) Macro-Economics | 3 |
| ECON 101 | Restricted Econ: Princ. of Microeconomics | 3 | ECON 123 | LAS (GE SS)- Micro-Economics | 3 |
| CMPT 101 | Computer Elective: Computer Concepts and Applications I | 3 | CITA 110 | MF - Microcomputer Application I | 3 |
| ENGL 104 | English Elective Restricted: English Composition II: Writing about Literature | 3* | ENGL 121 | LAS (GE HU) Intro. to Literature | 3 |
| | Liberal Arts Electives: must satisfy a SUNY Gen. Ed. category not already filled | 3* | <i>Equivalent</i> | LAS (GE) <i>Equivalent course</i> | 3 |

The credits from the courses above in the Marketing – AAS degree program, will transfer to the Bachelor of Business Administration degree program with a Marketing Minor in the following categories:

| | |
|---|-----------|
| Major Field Requirements | 18 |
| Professional Requirements | 18 |
| Liberal Arts & Sciences Requirements | 21 |
| General Elective | 6 |
| Total Credits Transferred | 63 |

*21 Credits of SUNY General Education requirements are satisfied in *five different categories.
 (MM) – Identifies the coursework required for the Marketing Minor.*

HUDSON VALLEY COMMUNITY COLLEGE

Marketing (AAS)

TO

STATE UNIVERSITY OF NEW YORK AT COBLESKILL

Bachelor of Business Administration (BBA) – with Marketing Minor

63 credits will transfer to the 122 credit requirement in Bachelor of Business Administration with a Marketing Minor (MM). 59 credits of the following coursework will need to be satisfied:

Major Field Requirements – 36 credits including:

| | | |
|--|------------------------------------|---|
| ACCT 103 | Managerial Accounting | 3 |
| ACCT 335 | Principles of Financial Management | 3 |
| BADM 131 | Principles of Business | 3 |
| BADM 305 | International Business | 3 |
| BADM 320 | Ethics and Management | 3 |
| BADM 380 | Internship Orientation | 1 |
| BADM 400 | Operations Management | 3 |
| BADM 449 | Management Policies and Issues | 3 |
| Management Electives (300-499) ACCT, BADM, CITA, CAHT, ECON, FSMA, GOVT, MKHT, or PSYC | | 3 |
| BADM 480 | Internship | 9 |
| BADM 485 | Internship Reporting | 3 |
| or BADM, CAHT, CITA, FSMA 300-499 (12 credits) | | |

Professional Requirements – 3 credits including:

| | | |
|---------------|--------------------|---|
| MKHT 334 (MM) | Marketing Research | 3 |
|---------------|--------------------|---|

Liberal Arts & Sciences Requirements - 13 credits including:

| | | |
|--|----------|---|
| PHED 151 | Wellness | 1 |
| Additional Liberal Arts & Science Electives | | 6 |
| Upper level (300-499) Liberal Arts & Science courses | | 6 |

General Electives – 6 credits

******BADM 131 will be waived by substituting another 3 credit hour course after enrollment into the BBA.

(MM) – Identifies coursework required for the Marketing Minor.

30 Credits of SUNY General Education are required in seven different categories.

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