Valdosta State University and Southeastern Technical College
Course Articulation Agreement
AAS in Marketing Management—Online BAS in Human Capital Performance

1. This joint agreement covers Southeastern Technical College (STC) graduates of the AAS in Marketing Management who are accepted as candidates for the online program leading to the BAS in Human Capital Performance at Valdosta State University (VSU).
2. Valdosta State University will also accept general education core courses for transfer as specified in the articulation agreement between the University System of Georgia and accredited colleges of the Technical College System of Georgia.
3. A minimum GPA of 2.0 out of a 4.0 scale for all college course work attempted is required for admission.
4. STC agrees to provide documentation for any Area F or Supporting Course that is labeled as ‘not intended for transfer,’ demonstrating that the course is comprised of degree level content with learning outcomes comparable to a transfer level course.
5. STC will ensure that all courses labeled as ‘not intended for transfer’ shall be taught by competent faculty who are eligible to teach at the collegiate level as determined by STC’s faculty qualification criteria.
6. Candidates for the BAS in Human Capital Performance degree must complete a minimum of 120 semester hours of academic work, with a cumulative grade point average of 2.00 or better calculated from all work attempted at VSU. The academic work must include a minimum of 39 hours of upper division courses with at least 21 upper division hours in the major field.
7. Of the 40 semester hours immediately preceding graduation, at least 30 must be taken in residence at VSU. Any student admitted to VSU for the final year must be in residence for two semesters and complete at least 30 semester hours in residence, including 21 hours of upper division course work in the major. (“In residence” refers to courses taken through VSU.)
8. All other VSU and University System of Georgia requirements for admission, for acceptance of credit and for graduation must be satisfied.
9. The course list may be amended by written agreement of the Deans of the schools at each college.
Area F

<table>
<thead>
<tr>
<th>Course prefix, number, name</th>
<th>Credits</th>
<th>STC</th>
<th>VSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1100 Principles of Management</td>
<td>3</td>
<td></td>
<td>Area F credits accepted in transfer as an</td>
</tr>
<tr>
<td>MGMT 1100 Principles of Marketing</td>
<td>3</td>
<td></td>
<td>18 semester hour block.</td>
</tr>
<tr>
<td>MKTG 1130 Business Regulations &amp; Compliance</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 1160 Professional Selling</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 1370 Consumer Behavior</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2090 Marketing Research</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Semester Credits</strong></td>
<td><strong>18</strong></td>
<td></td>
<td><strong>Total Semester Credits Awarded</strong></td>
</tr>
</tbody>
</table>

Major Course Requirements: Supporting Courses

<table>
<thead>
<tr>
<th>Course prefix, number, name</th>
<th>Credits</th>
<th>STC</th>
<th>VSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 1100 Financial Accounting I</td>
<td>4</td>
<td></td>
<td>Major Course Requirements accepted in</td>
</tr>
<tr>
<td>BUSN 1190 Digital Tech in Business</td>
<td>2</td>
<td></td>
<td>transfer as an 18 semester hour block of</td>
</tr>
<tr>
<td>MKTG 1190 Integrated Marketing Communications</td>
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<td>Supporting Courses.</td>
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<tr>
<td>MKTG 1210 Services Marketing</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2070 Buying &amp; Merchandising</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2060 Marketing Channels</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2000 Global Marketing</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2290 Marketing Internship/Practicum</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2300 Marketing Management</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Electives</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Semester Credits</strong></td>
<td><strong>27</strong></td>
<td></td>
<td><strong>Total Semester Credits Awarded</strong></td>
</tr>
</tbody>
</table>

Major Course Requirements

<table>
<thead>
<tr>
<th>Course prefix, number, name</th>
<th>Credits</th>
<th>STC</th>
<th>VSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 1000 Introduction to Computers</td>
<td>3</td>
<td></td>
<td>ACED 2400 Computer Technology</td>
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</tbody>
</table>

5.6.15
MARKETING MANAGEMENT (MM13)
AAS from STC to Online BAS in Human Capital Performance at VSU
TRANSFER ANALYSIS (EXAMPLE)

A. General Education Classes to Core Areas A-E

<table>
<thead>
<tr>
<th>Area</th>
<th>Course</th>
<th>Hrs</th>
<th>Area</th>
<th>Course</th>
<th>Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>ENGL 1101</td>
<td>3</td>
<td>A</td>
<td>ENGL 1101</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
<td>SPCH 1101</td>
<td>3</td>
<td>C</td>
<td>COMM 1110</td>
<td>3</td>
</tr>
<tr>
<td>II</td>
<td>ECON 1101</td>
<td>3</td>
<td>E</td>
<td>ECON 1500</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>MATH 1101</td>
<td>3</td>
<td>A</td>
<td>MATH 1101</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MATH 1111</td>
<td></td>
<td></td>
<td>MATH 1111</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>ENGL 2130</td>
<td>3</td>
<td>C</td>
<td>ENGL xxxx</td>
<td>3</td>
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<tr>
<td></td>
<td>COLL 1000</td>
<td>2</td>
<td>na</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total: 17

Total: 15

B. Occupational courses for Area F = 18 credits.
C. Occupational Courses for Major Course Requirements = 3 credits.
D. Occupational/Elective courses for Supporting Courses = 18 credits.
E. Experiential credit for ACED 3510 and ACED 3520 = 6 credits.*

TOTAL SEMESTER CREDIT HOURS AWARDED BY TRANSFER/PRIOR LEARNING EXPERIENCE = 60.

Summary

Needed for BAS degree completion:

- 27 credit hours in Areas A-E.
- 24 credit hours in Major Core.
- 9 credit hours in Upper Division Guided Electives.
- 60 credit hours

*Credits based on prior learning experience. If not applicable, then an additional 6 credit hours of upper division coursework would be necessary.