

Valdosta State University and Southeastern Technical College  
Course Articulation Agreement

AAS in Marketing Management—BS in Office Administration and Technology

1. This joint agreement covers Southeastern Technical College (STC) graduates of the AAS in Marketing Management who are accepted as candidates for the program leading to the BS in Office Administration and Technology 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 into VSU. (A minimum GPA of 2.3 is required for admission into the major.)
4. STC agrees to provide documentation for any Area F or General/Guided Elective 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 BS in Office Administration and Technology 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.

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Area F

STC		VSU	
Course prefix, number, name	Credits	Course prefix, number, name	Credits
COMP 1000 Introduction to Computers	3	ACED 2400 Computer Technology	3
ACCT 1100 Financial Accounting I	4	Additional Area F credits accepted in transfer as a 15 semester hour block.	15
BUSN 1190 Digital Technologies in Business	2		
MGMT 1100 Principles of Management	3		
MKTG 1100 Principles of Marketing	3		
MKTG 1130 Business Regulations/Compliance	3		
<b>Total Semester Credits</b>	<b>18</b>	<b>Total Semester Credits Awarded</b>	<b>18</b>

Major Course Requirements

STC		VSU	
Course prefix, number, name	Credits	Course prefix, number, name	Credits
MKTG 2290 Marketing Internship/Practicum (recommended)	3	ACED 2940 Basic Office Admin	3

Major Course Requirements: Guided Electives

STC		VSU	
Course prefix, number, name	Credits	Major Course Requirements accepted in transfer as a 9 semester hour block in Guided Electives.	
MKTG 1160 Professional Selling	3		
MKTG 1190 Integrated Marketing	3		
MKTG 1370 Consumer Behavior	3		
MKTG 2090 Marketing Research	3		
MKTG 2300 Marketing Management	3		
Marketing Electives	6		
MKTG 2060 Marketing Channels, or MKTG xxxx Elective	3		
MKTG 1210 Services Marketing, or MKTG 2070 Buying and Merchandising	3		
<b>Total Semester Credits</b>	<b>27</b>	<b>Total Semester Credits Awarded</b>	<b>9</b>

**MARKETING MANAGEMENT (MM13)**

AAS from STC to BS in Office Administration and Technology at VSU

**TRANSFER ANALYSIS (EXAMPLE)**

A. General Education Classes to Core Areas A-E

STC			VSU		
Area	Course	Hrs	Area	Course	Hrs
I	ENGL 1101	3	A	ENGL 1101	3
I	SPCH 1101	3	C	COMM 1110	3
II	ECON 1101	3	E	ECON 1500	3
III	MATH 1101 or MATH 1111	3	A	MATH 1101, MATH 1111	3
IV	ENGL 2130	3	C	ENGL xxxx	3
	Total	15		Total	15

B. Occupational courses for Area F = 18 credits.

C. Occupational/Specialization courses for Major Course requirements = 3 credits.

D. Occupational/Specialization courses for Guided electives = 9 credits.

TOTAL SEMESTER CREDIT HOURS AWARDED BY TRANSFER = 45.

Summary

Needed for BS degree completion:

27 credit hours in Areas A-E.

42 credit hours in Major Core. (Note 1)

6 credit hours in Guided Electives.

75 credit hours

NOTE 1: Credit for up to 6 hours of credit for ACED 3940 Intermediate Office Skills may be awarded by meeting the requirements for Experiential/Prior Learning Assessment established by the ACED Department.