

Articulation Agreement of Academic Programs

between

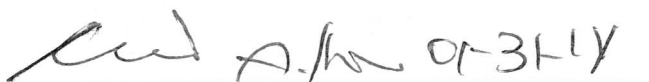
Cape Cod Community College and University of Massachusetts, Dartmouth

The above institutions hereby enter into an agreement to facilitate the transfer of students enrolled in the Associate's Degree in Business Administration Program Marketing Concentration at Cape Cod Community College into the Bachelor of Science in Marketing option at University of Massachusetts, Dartmouth.

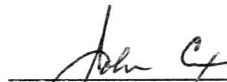
University of Massachusetts, Dartmouth's designated representative will be the Senior Coordinator for New Student Transfer and Cape Cod Community College's representative will be the Coordinator of Transfer and Articulation.

University of Massachusetts, Dartmouth  
Approval

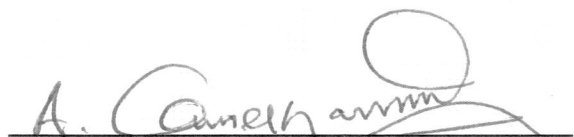
Cape Cod Community College Approval



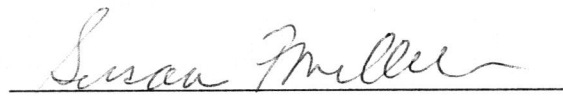
Dr. Mohammad Karim  
Provost and Executive Vice Chancellor for  
Academic and Student Affairs



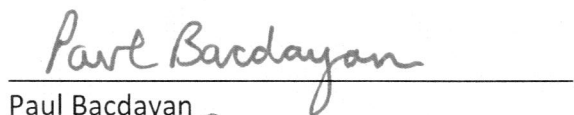
Dr. John Cox  
President



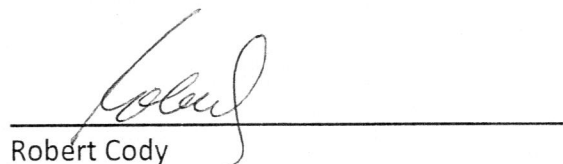
Angappa Gunasekaran  
Dean, Charlton College of Business



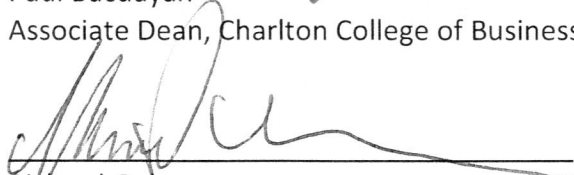
Susan Miller  
Vice President for Academic and Student  
Affairs



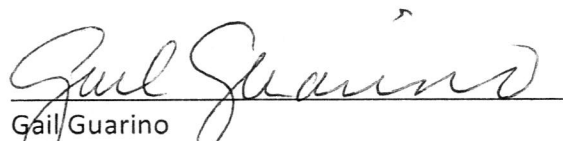
Paul Bacdayan  
Associate Dean, Charlton College of Business



Robert Cody  
Dean of Science, Technology, Math, Business  
& Workforce Education



Richard Golen  
Chairperson, Marketing and Management



Gail Guarino  
Business Department Chairperson  
Professor of Information Technology

4/1/14  
Date

**Objectives:**

1. To attract qualified students to Cape Cod Community College and University of Massachusetts, Dartmouth.
2. To promote and facilitate an efficient transition of transfer students between institutions.
3. To provide specific information and guidelines for transfer students.
4. To encourage academic coordination and cooperation, including curricular reviews, on-site visits, and joint academic advising for students attending Cape Cod Community College and University of Massachusetts, Dartmouth.

**Stipulations:**

1. University of Massachusetts, Dartmouth guarantees acceptance of Cape Cod Community College students who complete the Associate's Degree with an overall GPA of 2.5, as outlined in this document. All criteria of MassTransfer will apply.
2. Transfer students designated above will not be required to take more than 68 additional credits to receive a baccalaureate degree.
3. It is understood that students transferring from two year colleges must complete a minimum of 60 credits for the baccalaureate degree at UMD.

**Mutual Responsibilities:**

1. Both institutions agree to maintain current listings of the course equivalencies. This will be the responsibility of the two designated representatives.
2. Cape Cod Community College and University of Massachusetts, Dartmouth will incorporate a summary of this agreement into official publications and web sites.
3. Cape Cod Community College and University of Massachusetts, Dartmouth agree to encourage qualified students to participate in this program by providing information, advising, and other assistance required to foster a seamless transition from the two-year institution to the four-year institution.

**Review/Revision:**

1. Both institutions will periodically review this agreement. Substantive changes in the courses or program of either institution will require a review of this articulation agreement. Revisions will be implemented with one- year notice prior to termination of the agreement.

Spring 2014

## Articulation Agreement

**Institution: Cape Cod Community College**

**Date: 1/10/2014**

**Transfer Institution: University of Massachusetts, Dartmouth**

**Summary of Benefits:**

- Guaranteed acceptance with a minimum G.P.A. of 2.5
- 33% Tuition Reduction with minimum G.P.A. of 3.0
- Guaranteed transfer of credits of all courses with a C- or better
- Guaranteed benefits of MassTransfer
- Students transfer with Junior status with regard to financial aid and registration

CCCC Program: Business Administration, Marketing	CR	UMass-Dartmouth Program: Marketing	CR
<b>General and Elective Requirements</b>			
ENL 101 English Composition I	3	ENL 101 – Critical Reading & Writing I	3
ENL 102 English Composition II	3	ENL 102 – Critical Reading & Writing II	3
ECO 117 – Macroeconomics	3	ECO 232 - Macroeconomics	3
MAT 165 – Finite Mathematics	3	MTH 103 – Finite Mathematics	3
COM 103 – Human Communication	3	ENL 270 – Speech Communication	3
ACC 201 – Financial Accounting	3	ACT 211 – Accounting I	3
ACC 202 – Managerial Accounting	3	ACT 212 – Accounting II	3
BUS 100 – Intro to Business	3	MIS 101 – The Business Organization	3
Natural and Physical Science	4	The Natural World Requirement	4
GIT 110 – MicroComp App Software	3	Free Elective	3
MKT 100 – Marketing	3	MKT 311 – Prin of Marketing	3
BUS 103– Supervision	3	Free Elective	3
BUS 214 – Management	3	MGT 201 – Leadership, Teamwork, and Collaboration	3
MKT 103 – Advertising	3	Free Elective	3
MKT 106 – Consumer Behavior	3	Free Elective	3
MKT 112 – Customer Service Concepts	3	Free Elective	3
BUS 120 – Business Law	3	MGT 312 – Legal Framework of Business	3
GIT 180/183 – Intro to the Internet/ Website Design	3	CIS 110 /120 – Computer Literacy or Webpage Development	3
ECO 118 – Microeconomics	3	ECO 231 – Microeconomics	3
BUS 261 – Bus Admin Coop Work Exp	3	Free Elective	3
<b>Total Credits</b>	<b>61</b>	<b>Total Credits</b>	<b>61</b>

**Junior and Senior year are as follows at UMass Dartmouth:**

**3<sup>rd</sup> Year 1<sup>st</sup> Semester**

ENL 265 – Business Communications	3 credits
POM 212 – Business Statistics	3 credits
FIN 312 – Financial Management	3 credits
Visual and Performing Arts Requirement	3 credits
Social World: Global Society Requirement	3 credits
Total	15 credits

**3<sup>rd</sup> Year 2<sup>nd</sup> Semester**

MKT 330 – Marketing Intell/Info Tech	3 credits
MIS 315 – Information Systems	3 credits
Natural World: Engaged Community Req	3 credits
POM 333 – Quantitative Business Analysis	3 credits
MKT 331 – Integrated Marketing Comm	3 credits
Total	15 credits

**4<sup>th</sup> Year 1<sup>st</sup> Semester**

POM 345 – Operations Management	3 credits
Business Elective (300/400 Level)	3 credits
Business Elective (300/400 Level)	3 credits
Cultural World: Literature Requirement	3 credits
MKT 442 – Marketing Research	3 credits
Total	15 credits

**4<sup>th</sup> Year 2<sup>nd</sup> Semester**

MGT 490 – Strategic Management	3 credits
Marketing Elective(300/400 level)	3 credits
MKT 431 – Consumer Behavior	3 credits
MKT 441 – Marketing Management	3 credits
Business Elective (300/400 Level)	3 credits
Total	15 credits