

ASSOCIATE OF ARTS PRE-MAJOR ARTICULATION AGREEMENT:

MARKETING

MID-STATE TECHNICAL COLLEGE (MSTC)

AND

LAKELAND UNIVERSITY (Lakeland)

The purpose of this articulation agreement is to provide a seamless transfer process for students enrolled in the Associate of Arts at Mid-State Technical College (MSTC) who seek to use the elective credits within that degree to pursue a pre-major pathway to a bachelor's degree in Marketing at Lakeland University (Lakeland). Through the collaborative efforts of faculty, student services, and administration, MSTC and Lakeland will provide students with a clear path to reach their educational goals.

Students who complete the Associate of Arts at MSTC will be eligible for guaranteed admission to the Bachelor of Arts in Marketing program at Lakeland. Students who complete the occupational courses listed below as part of the conferred Associate of Arts degree at MSTC will have those courses applied in transfer toward the requirements of Lakeland's Bachelor of Arts in Marketing. Per the transfer guide below, students would need to complete the courses listed under the heading of "Courses Needed to Complete Degree at Lakeland University" in order to be awarded the Bachelor of Arts degree in Marketing. Students also are eligible for all benefits and incentives outlined in the parent transfer agreement, including guaranteed admission to Lakeland with junior standing. The provisions below outline the terms that will guide both parties in implementing and monitoring this agreement.



General Education Courses					
MSTC			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10801136	English Composition I	3	GEN 110	Composition I: Academic Writing	3
20801223	English Composition II	3	GEN 112	Composition II: Argumentation & Research	3
20801255	Intro to Literature OR -	12	ENG 190	Approaching Literature	12
20801247	Contemporary World Literature - OR -		ENG 200	Exploring World Literature	
20801233	Children's Literature		ENG ELEC	English Elective	
20815201	Art Appreciation OR -		ART ELEC	Art Elective	
20805201	Music Appreciation		MUS ELEC	Music Elective	
10809166	Intro to Ethics: Theory & Application- OR -		PHI 232	Ethics	
20809217	Intro to Philosophy		PHI 221	Intro to Philosophy	
10809122	Intro to American Government - OR -		POL 221	American Government	
20803215	History of American People to 1877 - OR -		HIS 111	US History I	
20803219	History of American People from 1877		HIS 112	US History II	
20803258	World History to 1500 -OR-		HIS 101	World History I	
20803259	World History since 1500		HIS 102	World History II	
20809287	Principles of Macroeconomics	9	ECN 230	Principles of Macroeconomics	9
10809196	Developmental Psychology - OR -		PSY 330	Human Growth & Development	
10809198	Intro to Psychology		PSY 200	General Psychology	
10809196	Introduction to Sociology		SOC 100	Introduction to Sociology	
20809237	Abnormal Psychology		PSY 372	Abnormal Psychology	
20809275	Marriage and Family		SOC ELEC	Sociology Elective	
20809254	Educational Psychology		PSY 230	Educational Psychology	
10809103	Think Critically & Creatively		GEN 130	CORE I: Foundations of Critical Thinking	
10804195	College Algebra with Applications		MAT 140	Advanced Algebra	
10804189	Introductory Statistics	MAT 220	Probability and Statistics	3	
	Science course with lab	4	SCI ELEC or course	Various courses are direct equivalents	4
	Physical Fitness course	2	ELEC	General Elective	2
20802217	Spanish 1	4	SPA 101	Spanish I/Lab	4
10809172	Diversity Studies	3	SOC 210	Majority-Minority Relations	3
	Another course other than Oral/Interpersonal Communication	3		Depends on course selected	3
	<b>Total general education credits earned:</b>	<b>49</b>		<b>Total general education credits accepted:</b>	<b>49</b>

Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10101140	Accounting 1 (elective choice)	3	ACC 210	Financial Accounting Principles	3
10801198	Speech (elective choice)**	3	COM 111	Fundamentals of Public Speaking	3
20809287	Adobe Visual Design	3	GDN 101	Graphic Design 1	3
20809291	Principles of Microeconomics	3	ECN 230	Principles of Microeconomics	3
	<b>Total elective credits:</b>	<b>12</b>		<b>Total transferable credits:</b>	<b>61</b>

\* Dependent upon MSTC course chosen  
 \*\*Student can transfer Oral/Interpersonal Communication or Speech as COM 111. Recommend completion of another course of choice.  
**NOTE: Transfer credits noted assume completed Associate's Degree.**

**Courses needed to complete degree at Lakeland University:**

Course No.	Course Title	Credits
GEN 3XX	Core II: Exploring Human Condition	3
GEN 4XX	Core III: Shaping the Future	3
ACC 220	Managerial Accounting Principles	3
BUS 301	Management of Information Systems	3
BUS 330	Management Principles	3
BUS 410	Business Law I	3
BUS 491	Business Policy and Strategy (WI)	3
COM 130	Introduction to Mass Media	3
MKT 350	Marketing Principles	3
MKT 375	Marketing Research	3
MKT 388	Integrated Marketing Communications	3
MKT 485	Marketing Management	3
	Completion of an emphasis in Marketing	12-27
	Electives needed to reach the 120 credit minimum:	5-20
	<b>Total credits needed at Lakeland University to complete</b>	<b>59</b>

## PROVISIONS OF THIS AGREEMENT:

1. **Admission.** It is the student's responsibility to demonstrate fulfillment of the current admission requirements of Lakeland at the time of admission.
2. **Advising.** Lakeland and MSTC will provide academic advising to MSTC students inquiring about Lakeland's programs and the pre-major pathway, including access to a Lakeland advisor before transfer. Lakeland and MSTC will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. MSTC will assist Lakeland in arranging recruitment events on its campuses.
3. **Marketing.** Any marketing of this agreement will be subject to the prior approval of both parties and will adhere to each institution's standards for the use of its name and logo. Each institution will assume responsibility for appropriate marketing to reach its student population. Each institution may provide a link to this agreement and/or the other institution at its website, with notice to the other party.
4. **Accreditation.** Both parties agree that failure to maintain regional accreditation will be grounds for termination of the agreement. Failure to maintain accreditation required by the specific academic program(s) referenced in this agreement will be grounds for exclusion of that program from the agreement.
5. **Tracking of Use.** To track the use of this articulation agreement by students, Lakeland and MSTC will share aggregate pre-enrollment and registration data of the numbers of students pursuing the pre-major pathway.
6. **Periodic Review.** Lakeland and MSTC will review this articulation agreement on a three-year cycle or earlier if curricular or institutional policy changes are warranted. Each institution agrees to notify the other of significant curricular or policy changes in a timely manner.
7. **Cancellation.** Both parties agree to provide at least one hundred eighty days of advance written notification of their intent to cancel this agreement. MSTC students who apply to Lakeland prior to the cancellation date will be permitted to transfer credits under the agreement terms.

**OFFICIAL CONTACT PERSONS:**

**For MSTC**

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**For Lakeland**

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**SIGNATURES**

This signed agreement has been reviewed and approved by both institutions for the term specified.



10/26/2022

Deb Stencil  
Vice President for Academics  
Mid-State Technical College



10/14/2022

Joshua P. Kutney  
Vice President for Academic Affairs  
Lakeland University