

Articulation Agreement

Suffolk County Community College
Business Administration (A.S.)

SUNY Plattsburgh
Marketing (B.S.)

Fall, 2016

THE AGREEMENT

This articulation agreement is intended to facilitate the transfer of graduates from Suffolk County Community College's Associate in Science (A.S.), Business Administration program, to SUNY Plattsburgh's Bachelor of Science (B.S.), Marketing program.

SUNY Plattsburgh's School of Business and Economics is accredited by the Association to Advance Collegiate Schools of Business, AACSB International.

OBJECTIVES

1. To attract qualified students to Suffolk County Community College and SUNY Plattsburgh.
2. To facilitate upward educational career mobility in marketing.
3. To promote the efficient transfer of qualified students from Suffolk County Community College to SUNY Plattsburgh.
4. To disseminate program specific information to students who wish to obtain a baccalaureate degree in marketing.
5. To provide students with advisement in academic and career planning throughout their program of study.
6. To reduce the completion of unnecessary courses.
7. To facilitate communication and academic coordination between faculty, students and administrators at each institution.

TERMS AND CONDITIONS

1. A graduate of Suffolk County Community College's Associate in Science (A.S.), Business Administration program, will be accepted into SUNY Plattsburgh's Bachelor of Science (B.S.), Marketing program, upon meeting the following conditions:
 - a. Apply for admission to SUNY Plattsburgh.
 - b. Achieve a minimum over-all cumulative grade point average of 2.3.
2. SUNY Plattsburgh will accept up to 67 Suffolk County Community College transfer credits.
3. A Bachelor of Science with the major in Marketing will be awarded upon meeting the following:

- a. Satisfactory completion of a minimum of 120 credit hours.
 - b. A minimum grade point average of 2.0.
 - c. A minimum grade of "C" in standard freshman composition (Suffolk's ENG101).
 - d. A minimum overall cumulative GPA of 2.0 in all major departmental requirements.
 - e. A minimum of 45 credit of upper-division, 300-400 level courses, with 21 of the upper-division credits being completed in residence at Plattsburgh.
 - f. The departmental residency requirement is a minimum of 30 major (ACC, BUS, ECO, ENT, FIN, MGM, MIS, MKE, SCM) credits completed at Plattsburgh.
 - g. The residency requirement is 36 credit hours completed at Plattsburgh.
 - h. Completion of 60 credits in liberal arts.
 - i. Completion of general education.
 - j. Completion of all major requirements.
 - k. Students must complete 30 of their last 36 credits in residence.
4. Suffolk County Community College and SUNY Plattsburgh will disseminate information about this articulation agreement.
 5. Changes in this agreement can be made at any time by mutual consent.
 6. This agreement will remain in effect for three years. The agreement can be terminated by either party prior to this date. Termination would require a minimum of six months notification.

Suffolk County Community College
 Business Administration
 Associate in Science (A.S.)

Catalog#	Course Title	Credit Hours
First Semester: 16 credits		
ACC101	Financial Accounting I	3
	Business Elective	3
BUS115	College/Workplace Skills Seminar	1
COM101	Introduction to Human Communication OR	
COM105	Public Speaking	3
ECO111	Macroeconomics: The National Economy	3
ENG101	Standard Freshman Composition	3
Second Semester: 15-16 credits		
ACC115	Managerial Accounting	3
	Business Elective	3
ECO112	Microeconomics: Price and Markets	3
ENG102	Introduction to Literature	3
MAT103	Statistics I OR	
MAT124	Fundamentals of Pre-Calculus I or higher	3-4

Third Semester: 17 credits

BUS112	Computing for Business OR	
CST101	Introduction to Computing	4
BUS201	Management Principles and Practices	3
LAW111	Business Law I	3
MKT101	Marketing	3
	Humanities Elective (General Education - Foreign Language or Arts)	3
	Physical Education	1

Fourth Semester: 15-16 credits

	Business Elective OR	
	Mathematics Elective (MAT131 recommended)	3-4
BUS208	Case Studies in Business Administration	1
	History Elective (HIS101, HIS102, HIS103, HIS104 - Western Civilization or American History)	3
	Humanities Elective (General Education - Humanities)	3
	Laboratory Science Elective	4
	Physical Education	1

TOTAL CREDITS REQUIRED: 63-65

This A.S. degree program requires courses that meet 7 of the 10 SUNY General Education competencies and a minimum of 30 credits of general education coursework.

Plattsburgh Requires:

MAT103 Statistics I

MAT131 Calculus for Non-Science Majors

Course Equivalencies:

<u>Suffolk County Community College</u>		<u>SUNY Plattsburgh</u>	
ACC101	Financial Accounting I	ACC201	Intro to Financial Accounting
ACC115	Managerial Accounting	ACC202	Intro to Managerial Accounting
BUS112	Computing for Business	MIS275	Business Appl & Info Systems
BUS115	College/Workplace Skills Sem	BUS1xx	Business Elective
BUS201	Management Prin & Pract	MGM280	Prin of Management
BUS208	Case Studies in Business Admin	BUS2xx	Business Elective
COM101	Intro to Human Communication	CMM101	Intro to Public Speaking
COM105	Public Speaking	CMM101	Intro to Public Speaking
CST101	Introduction to Computing	MIS275	Business Appl & Info Systems
ECO111	Macroeconomics	ECO111	Intro to Macroeconomics
ECO112	Microeconomics	ECO110	Intro to Microeconomics

ENG101	Standard Freshman Composition	ENG101	College Writing II
ENG102	Introduction to Literature	ENG195	Intro to Literary Study I
HIS101	Western Civilization I	HIS121	European Civ to 1815
HIS102	Western Civilization II	HIS122	European Civ since 1815
HIS103	Foundtns of American History	HIS101	U.S. Civil to 1877
HIS104	Modern American History	HIS102	U.S. Civil since 1877
LAW111	Business Law I	ACC351	Legal Envir of Business
MAT103	Statistics I	ECO260	Business Statistics I
MAT131	Calculus for Non-Science Major	MAT221	Calculus: Life, Mgt & Soc Sci I
MKT101	Marketing	MKE290	Prin of Marketing

Courses to be completed at SUNY Plattsburgh:

General Education

Students enrolling at SUNY Plattsburgh with 7 of the 10 SUNY General Education areas completed and have at least 30 SUNY General Education credits, will have satisfied the SUNY General Education portion of their Plattsburgh degree requirements. The only remaining General Education course needed will be the Plattsburgh requirement of Global Issues.

	<u>Credit Hours</u>
Global Issues	3

SUNY Plattsburgh Marketing Major (B.S.)

<u>Catalog#</u>	<u>Course Title</u>	<u>Credit Hours</u>
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Major Departmental Requirements:

ACC201	Introduction to Financial Accounting	(SCCC's ACC101)
ACC202	Introduction to Managerial Accounting	(SCCC's ACC115)
ACC351	Legal Environment of Business	(SCCC's LAW111)
BUS388	Seminar in Professionalism	3
ECO110	Introduction to Microeconomics	(SCCC's ECO112)
ECO111	Introduction to Macroeconomics	(SCCC's ECO111)
ECO260	Business Statistics I	(SCCC's MAT103)
ECO362	Business Statistics II	3
FIN355	Principles of Finance	3
MGM280	Principles of Management	(SCCC's BUS201)
MGM350	Introduction to Mathematical Modeling in Business	3
MGM490	Strategic Management	3
MIS275	Business Applic and Information Systems	(SCCC's BUS112/CST101)
MKE290	Principles of Marketing	(SCCC's MKT101)
MKE326	International Marketing	3

MKE335	Marketing Research	3
MKE480	Marketing Strategy	3
BUS489	Business Exit Exam	0
	Select one course: (3 cr.)	3
MKE321	Principles of Advertising*	.
MKE322	Sales Force Management*	.
	Select three courses: (9 cr.)	9
MKE321	Principles of Advertising*	
MKE322	Sales Force Management*	
MKE323	Retail Store Management	
MKE324	Public Relation in the Promotion Mix	
MKE325	Marketing Channels Strategy	
MKE328	Services Marketing	
MKE380	Creative Process in Marketing	
MKE385	New Product Development	
MKE401	Interactive Marketing and E-Commerce	
MKE402	Procurement	
MKE410	Franchising in the U.S. and Canada	
MKE421	Consumer Behavior	
MKE422	Business-to-Business Marketing	
MKE442	Selected Marketing Topics	
MKE498	Marketing Internship	
	Total Major Departmental Credits Needed	36

*May not be used to satisfy both categories.

Cognate Requirements:

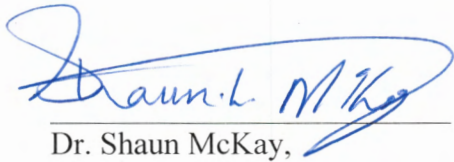
BUS203	Business Ethics in a Global Society OR	(SCCC's COM101/CMM105)
CMM101	Introduction to Public Speaking	
MAT221	Calculus: Life, Mgt & Social Science I OR	(SCCC's MAT131)
MAT224	Calculus I	

CREDITS REMAINING AT PLATTSBURGH

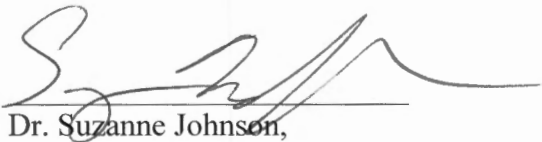
Plattsburgh General Education	3
Major Departmental Requirements	36
Electives	<u>16-18</u>
TOTAL	<u>55-57</u>

Approved By:

Suffolk County Community
College

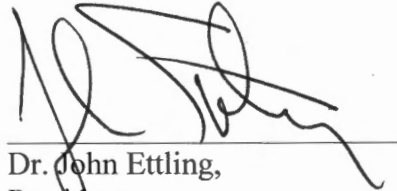


Dr. Shaun McKay,
President



Dr. Suzanne Johnson,
Vice President of Academic
Affairs

SUNY Plattsburgh



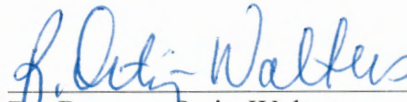
Dr. John Ettling,
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Provost and Vice President for
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Dr. JoAnn Gleeson-Kreig,
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Dr. Lise Heroux,
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