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Articulation Agreement

between

Southeast Technical College Marketing A.A.S.

and

Dakota Wesleyan University Business Administration B.S. with a concentration in Marketing

(2021)

This articulation agreement formalizes the transfer of credits from the Marketing A.A.S. degree from Southeast Technical College to the Business Administration Bachelor of Science Degree from Dakota Wesleyan University under the following conditions:

The student will be granted credit the following DWU degree requirements for work done at Southeast Technical College:

1. 60 credit hours toward the BS degree.
2. 11 upper-level credits toward the required 30 for the BS degree.

The student must complete the following coursework at DWU:

1. A minimum of 60 additional total credits, as outlined below, of which at least 20 must be upper-level credits.
2. The requirements in Appendix A unless credit has been earned in equivalent Southeast Technical College courses (in parentheses): 39 credit. See Appendix A.
3. A marketing concentration in Appendix A unless credit has been earned in equivalent Southeast Technical College courses (in parentheses): 18 credits. See Appendix A.
4. The General Education requirements listed in Appendix B, unless credit has been earned in equivalent Southeast Technical College courses (in parentheses): 35 credits. See Appendix B.

APPENDIX A

The following requirements in the Business core, unless credit has been earned in equivalent Southeast Technical College courses (in parentheses): (39 credits)

BUS 101 – Intro to Business	3 (BUS 101)
ECO 231/232 - Macroeconomics or Microeconomics	3 (ECON 201T/202T)
ENG 215 - Business and Technical Writing	3 (BUS 130 or ENGL201)
MTH 200 - Statistics	3
BUS 220 - Principles of Management	3 (BUS 212)
BUS 251 - Principles of Financial Accounting	3 (ACCT 210)
BUS 252 - Principles of Managerial Accounting	3 (ACCT 211)
BUS 263 - Business Law I	3 (BUS 140)
BUS 344 - Principles of Finance	3 (ACCT 223)
BUS 356 - Operations & Information Management	3
BUS 371 - Principles of Marketing	3 (MKT 120)
BUS 381 - Business Ethics & Social Policy	3
BUS 484 - Business Analysis & Strategy	3

The following requirements in a Business Concentration, unless credit has been earned in equivalent Southeast Technical College courses (in parentheses): (18 credits)

Marketing:

BUS 373	Integrated Marketing Communication	3
BUS 377	Consumer Behavior	3 (MKT 230)
BUS 471	Marketing Management	3 (MKT 270)
COM 205	Communication, Media and Society	3
DMD 203	Digital Imaging	3
DMD 345	Desktop Publishing	3 (MKT 130)

APPENDIX B

The following General Education requirements, unless credit has been earned in equivalent Southeast Technical College courses: (35 credits)

DWU Course	DWU Course Description	Credits	STC Anticipated Transfer Course
ENG 111	Written Communication	3	ENG 101 or ENG 110
COM 101	Oral Communication	3	SPCM 101
PSY 141	Psychology & Behavioral Analysis	3	PSYC 101
MTH 111, 125, 200, 210	Quantitative Reasoning	3	MATH 103T
SCI 141	Foundation of Science	3	ENV 101
BUS 141	Financial Literacy	3	BUS 180
HIS 141	History of the Modern World	3	
ENG 141	Literature and Cultural Awareness	3	
ART 101/DMD 141/DRM 141/MUS 141	Artistic Appreciation	3	
POL 141	US Government & Constitution	3	
REL 141	Religion, Philosophy, & Ethics	3	
UNI 301	Self, College, and Career	2	

TOTAL GENERAL EDUCATION CREDITS: 35