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**ARTICULATION AGREEMENT
BETWEEN
THE METROPOLITAN COMMUNITY COLLEGES
AND
LINCOLN UNIVERSITY**

OVERVIEW:

This formal program articulation agreement is made and entered into by Lincoln University, hereinafter referred to as Lincoln, and the Junior College District of Metropolitan Kansas City, Missouri, hereinafter referred to as MCC. By this agreement MCC and Lincoln express a shared commitment to increasing opportunities for student access to and success in higher education. By clarifying transfer policies and procedures which assure articulation between programs, the institutions seek to assist students in making a seamless transfer from the associate to the baccalaureate degree.

PURPOSE:

This agreement provides students who have earned an **Associate in Applied Science in General Business** the opportunity to complete a **Bachelor of Science in Marketing** at Lincoln. Any Metropolitan Community College student who has earned an Associate in Applied Science in General Business is guaranteed that Lincoln will accept designated freshman and sophomore marketing credit hours, general education credits required for the AAS degree, plus any freshman and sophomore marketing and general education hours required by Lincoln beyond the AAS degree. Lincoln will apply such to the Bachelor of Science in Marketing degree in a manner consistent with the treatment of native students.

CONDITIONS OF TRANSFER:

Section I: Admissions and Matriculation

MCC students maintaining continuous enrollment under this agreement or matriculating into Lincoln within one year from the last registration date with MCC will be afforded the same treatment and protection as Lincoln native students enrolled under the Lincoln catalog in effect the year the student officially matriculates into MCC.

Criteria for acceptance into the Bachelor of Science in Marketing will be the same for transfer as for native students.

Students seeking admission to Lincoln must have a minimum 2.0 cumulative grade point average (G.P.A.) for all college work attempted, and in good standing with MCC.

The G.P.A. used to determine admission to the baccalaureate program will be based upon the academic policies of Lincoln. Courses in progress will not be used for calculating G.P.A.

MCC, upon request of students, will provide verification of completed courses to Lincoln through its Office of Admissions.

The transcript of students transferring from MCC will be evaluated by representatives from the Marketing Program and the Office of Admissions at Lincoln

The Office of Admissions at Lincoln has established application procedures and deadlines. Students should contact the Office of Admissions for details or consult the Lincoln Undergraduate Academic Catalog.

Transfer students from MCC will have access to financial aid, scholarships, and student services on the same basis as native students.

Lincoln will apply the same academic progress and graduation standards to MCC transfer students as those applicable to native students.

Section II: Transfer of Credit

A maximum of 64 credit hours will be accepted by Lincoln from MCC to be applied to the Bachelor of Science in Marketing.

Only academic courses with passing letter grades (A, B, C, D) will be accepted for graduation requirements; courses with grades of "F," "AU" are not transferable.

Students who have earned scores on Advanced Placement (AP) or International Baccalaureate (IB) tests offered in high school may be awarded college credit after evaluation of official score reports from the College Entrance Examination Board. Accepted credit will be recorded on a student's transcript in accordance with the Lincoln grade policy. Credit is not granted for an AP score if the student completes a college course equivalent to the AP score.

Students may earn college credit by examination in the College Level Examination Program (CLEP) in general education subject areas if scores earned are at the 70 th percentile or higher. Official test scores must be submitted to the Counseling and Career Services Office.

Lincoln will accept for credit courses taken while the student is enrolled in high school under the Dual Enrollment Program as long as the courses are not vocational in nature and follow the State Guidelines for Dual Enrollment Courses issued February 1992. In order to receive credit, the Office of Admissions must receive an official college transcript from the college or university granting the credit.

Section III: Program Plan

Students falling under this program articulation agreement will be responsible for successfully completing the following requirements.

YEARS ONE AND TWO MCC ASSOCIATE IN APPLIED SCIENCE in GENERAL BUSINESS

GENERAL EDUCATION

ENGL 101	Composition and Reading I	3 cr.
ENGL 102	Composition and Reading II	3 cr.
SPDR 100	Fund of Speech	3 cr.
ECON 210	Principles of Economics I	3 cr.
MATH 120	College Algebra	3 cr.
PSYC 140	General Psychology	3 cr.

The student must complete one of the following courses:

HIST 120	American History I or	
HIST 121	American History II or	
POLS 135	Introduction to Political Science	<u>3 cr.</u>
	Total	21 cr.

SPECIALIZED COURSES

CSIS 101	Computers & Info Tech	3 cr.
CSOF 115	Intro to Microcomputer Appls.	<u>3 cr.</u>
	Total	6 cr.

BUSINESS COURSES

BSAD 101	Accounting Principles I	3 cr.
BSAD 102	Accounting Principles II	3 cr.
*BSAD 120	Human Relations in Bus	3 cr.
BSAD 150	Business Essentials	3 cr.
BSAD 204	Business Management	3 cr.
*BSAD 205	Marketing	3 cr.
*BSAD 178	Business Communications	3 cr.
*BSAD 254	Business Law I	<u>3 cr.</u>
	Total	24 cr.

ELECTIVES

ECON 211	Prin. Of Economics II	3 cr.
*BSAD 112	Retailing Principles	3 cr.
*BSAD 104	Principles of Advertising	3 cr.
BSAD 106	Principles of Salesmanship	<u>3 cr.</u>
	Total	12 cr.

* These courses will transfer as upper division.

TOTAL HOURS FOR ASSOCIATE OF APPLIED SCIENCE DEGREE 63

**YEARS THREE AND FOUR - LINCOLN
BACHELOR OF SCIENCE IN MARKETING**

GENERAL EDUCATION

Natural Science Courses	7 cr.
Arts & Humanities	7 cr.
PED Activity Course	1 cr.
PED 111 Pers. & Comm. Hlth.	2 cr.
CD 200 Cultural Diversity	3 cr.
HIS 101 World Civilization	<u>3 cr.</u>
Total	23 cr.

MAJOR COURSES

MAT 117	Elementary Statistics	3 cr.
BAD 215	Intro. to Global Business	3 cr.
ECON 202	Principles of Economics II	3 cr.
BAD 376	Business Statistics	3 cr.
ECO 305	Money, Credit & Banking	3 cr.
BED 201	Machine Operations	1 cr.
MKT 345	Consumer Behavior	3 cr.
MKT 415	International Marketing	3 cr.
MKT 421	Marketing Research	3 cr.
MKT 326	Marketing Management	3 cr.
MKT	Elective 300-400	<u>8 cr.</u>
	Total	36 cr.

Students under this articulation agreement must complete at least 24 credit hours of upper division course work (300 & 400) at Lincoln University.

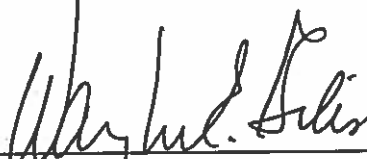
TOTAL MINIMUM HOURS FOR BACCALAUREATE 121 cr.

TERMS OF AGREEMENT:

This agreement is made and entered into in the academic year 1999-2000 and remains in force unless changed in writing by mutual agreement of both parties. The agreement may be amended at any time with the approval of both parties and is subject to regular review to assure currency with the respective degree requirements. Should either party desire to discontinue this agreement, advance notification of two years will be required.


SIGNATURES:

The Junior College District of Metropolitan Kansas City, Missouri and Lincoln University hereby enter into this program articulation agreement leading from the Associate in Applied Science in General Business to the Bachelor of Science in Marketing by the affixing of signatures of the chief executive officers of both institutions.



Wayne E. Giles, Ph.D.
Chancellor
The Jr. College District of Metropolitan
Kansas City, Missouri

6-12-00
Date



David B. Henson, Ph.D.
President
Lincoln University

6/12/00
Date