

**Articulation Agreement**  
Between  
**Chippewa Valley Technical College**  
Associate in Applied Science, Marketing  
and  
**Concordia University Wisconsin**  
School of Adult and Continuing Education  
Bachelor of Arts, Business Management

I. Introduction

This agreement establishes a formal articulation agreement between Chippewa Valley Technical College and Concordia University Wisconsin. It is based on a thorough review and analysis of the Associate of Applied Science degree in **Marketing** curriculum at Chippewa Valley Technical College in relation to the Bachelor of Arts curricula in **Business Management** at Concordia University Wisconsin. This agreement will facilitate the admission of qualified Chippewa Valley Technical College students into a Bachelor of Arts degree program at Concordia University, School of Adult and Continuing Education by guaranteeing the transfer of academic coursework according to the attached listing of courses.

II. Terms of the Agreement

- A. Qualified Chippewa Valley Technical College students who meet admission criteria of Concordia University Wisconsin, School of Adult Education and apply for admission to Concordia University Wisconsin are guaranteed transferability of academic coursework according to the attached listing of courses.
- B. Qualified Chippewa Valley Technical College students are those who have successfully completed the Associate of Applied Science degree in Marketing.
- C. Students who fail to meet the requirements outlined in point B are not guaranteed transferability of coursework as set forth in this agreement but instead will be evaluated on an individual basis.
- D. To earn a baccalaureate degree the student must earn a total of 128 credits as specified in the attached listing of courses. Students must complete 48 credits as a Concordia residency requirement to earn the baccalaureate degree.

III. The Agreement

This agreement becomes effective upon the signatures of both parties and shall continue in effect unless either party wishes to void the agreement. The agreement may be voided only in writing; termination of the agreement should become effective sixty (60) days after written notice is given. Chippewa Valley Technical College and Concordia University Wisconsin will consider in good faith any amendments proposed by either party; however, the agreement may only be amended in writing, signed by both parties.

In WITNESS WHEREOF the parties hereto have executed this agreement in duplicate the \_\_\_\_ day of \_\_\_\_\_, 2008.

**Concordia University Wisconsin**



Dr. Michael Besch  
Vice President  
School of Adult and Continuing Education



Elizabeth Evans  
Director, Adult Education Academics  
School of Adult and Continuing Education



Cheryl Carter  
Regional Director  
School of Adult and Continuing Education

**Chippewa Valley Technical College**



Mr. Bruce Barker  
President

## Chippewa Valley Technical College Associate Degree Courses

<u>Chippewa Valley Marketing</u>	<u>Concordia Transfer:</u>	<u>Credits</u>
<b>First Term</b>		
102-131 Introduction to Business	Elective	3
103-102 Microsoft Office Suite	Elective	2
104-102 Marketing Principles	Major AL366 Marketing	4*
801-195 Written Communication	Elective	4
104-104 Selling Principles	Elective	<u>3</u>
		16
<b>Second Term</b>		
104-105 Marketing Research	Elective	3
104-125 Promotion Principles	Elective	3
196-164 Supervision of Personnel	Elective	3
801-196 Oral/Interpersonal Communications	Elective	3
809-198 Intro to Psychology	Core Social Science	3
804-106 Intro to College Math	Elective	<u>3</u>
		18
<b>Third Term</b>		
104-115 Marketing Decision Making	Elective	3
104-140 Sales, Advanced	Elective	3
104-166 Applied Marketing Experience	Elective	4
801-198 Speech	Major AL234 Speech	3
809-195 Economics	Major AL347 Macroeconomics	<u>3</u>
		16
<b>Fourth Term</b>		
104-152 Technology in Marketing	Elective	1
104-169 Marketing Internship	Elective	3
104-182 Prof Development for Marketing	Elective	2
104-183 Marketing Management	Elective	3
809-166 Intro to Ethics: Theory and App**	Major AL368 Philosophy of Values & Ethics	3
<b>OR</b>		
809-172 Race Ethnic & Diversity	Elective	(3)
<b>OR</b>		
809-196 Intro to Sociology	Elective	(3)
101-105 Intro to Accounting**	Major AL365 Accounting	(3)
<b>OR</b>		
101-111 Accounting I**	Major AL365 Accounting	<u>4*</u>
		18
	<b><u>Total Credits</u></b>	<b><u>68</u></b>

\*Three credits towards major, one credit towards electives

\*\* Recommended course (either Acctg course)

These credits were evaluated assuming \*\* recommended courses were taken

## **Concordia University Bachelor of Arts Degree with a Major in Business Management**

Students who have completed a Chippewa Valley Technical College Associate degree in Business Management may earn a Bachelor of Arts Degree in Business Management from Concordia University Wisconsin with a total of 128 credit hours using the following plan:

<b><u>Major:</u></b>	<b><u>CR</u></b>
AL107 Student Success Strategies	3
AL169 Statistics	3
AL356 Critical Thinking & Creativity	3
AL272 Organizational Management Principles	3
AL359 Human Resource Management	3
AL346 Business Finance	3
AL371 Business Policy	3
AL474 Integrative Project: The Business Plan	3
<b><u>Core:</u></b>	
AL367 Global Dimensions	3
Humanities/The Arts	6
AL204 College Writing	3
Mathematics	3
AL159 Heritage of Faith	3
Theology	3
Science	3
<b><u>Additional Electives:</u></b>	12
<b><u>TOTAL:</u></b>	<b><u>60</u></b>

These credits were evaluated assuming \*\* recommended courses were taken