

PROGRAM TO PROGRAM ARTICULATION AGREEMENT

Agreement with Respect to Applying the

MARKETING/MANAGEMENT

Associate of Applied Sciences Degree Program

Towards the

MARKETING MAJOR

Bachelor of Business Administration Degree Program

Between

LAKE AREA TECHNICAL INSTITUTE

and

DAKOTA STATE UNIVERSITY

I. Parties

The parties to this agreement are Lake Area Technical Institute (LATI) and Dakota State University (DSU).

II. Purpose

The purpose of this agreement is to:

- A. Have a signed articulation agreement that addresses the varying needs of students and complementary nature of the institutions' programs;
- B. Provide increased education opportunities for students from South Dakota and the region;
- C. Extend and clarify educational opportunities for students;
- D. Provide LATI students who have completed the A.A.S degree in Marketing/Management an opportunity to earn a Bachelor of Business Administration degree with a major in Marketing. (Attachment)

III. Academic Program

- A. Upon successful completion of the major requirements specified in III. B below, Dakota State University will accept 30 technical course credits from the A.A.S. degree in Marketing/Management for students majoring in Marketing. Students must successfully complete the A.A.S. degree in Marketing/Management from LATI prior to transferring to Dakota State University for the technical course credits to be accepted. General Education coursework is in addition to the 30 technical course credits. Students must meet all Board or Regents policies and university graduation requirements in order to receive a degree.

- B. Requirements to be completed at Dakota State University to earn a Bachelor of Business Administration degree with a major in Marketing are outlined below.

Business Core Major Requirements: 45 credits

- ACCT 211 Principles of Accounting II (3 credits)
- BADM 220 Business Statistics (3 credits)
- BADM 310 Business Finance (3 credits)
- BADM 321 Business Statistics II (3 credits)
- BADM 344 Managerial Communications (3 credits)
- BADM 350 Legal Environment of Business (3 credits)
- BADM 360 Organization and Management (3 credits)
- BADM 370 Marketing (3 credits)
- BADM 405 International Trade and Finance (3 credits)
- BADM 425 Production and Operations Management (3 credits)
- BADM 482 Business Policy and Strategy (3 credits)
- CIS 325 Management Information Systems (3 credits)
- ECON 202 - Principles of Macroeconomics (3 credits)
- SOC 285 - Society and Technology (3 credits)
- Choose three credits from the following (3 credits)
- CIS 206 - Advanced Applications: 1 credit
- CIS 207 - Advanced Applications: Spreadsheets 1 credit
- CIS 208 - Advanced Applications: Database 1 credit
- CIS 209 - Advanced Applications: SAS 1 credit
- CIS 210 - QuickBooks I 1 credit

Required Marketing Major Courses: 15 credits

- BADM 474 - Personal Selling (3 credits)
- BADM 475 - Consumer Behavior (3 credits)
- BADM 476 - Marketing Research (3 credits)
- BADM 481 - Promotional Management (3 credits)
- Choose one course from the following (3 credits)
- CIS 123 - Problem Solving and Programming (3 credits)
- CIS 130 - Visual Basic Programming (3 credits)
- CSC 150 - Computer Science I (3 credits)

General Education/Institutional Graduation Requirement Courses: 30 credits

The 30 credits must meet System General Education requirements and be selected from the approved list of courses specified in BOR policy 2:7. * Note: Transferable general education course credits can be completed at LATI.

Electives: 0 credits

Total number of credits at Dakota State University: 90

Transfer credits from LATI: 30*

Total credits required: 120

*Transferable general education course credits can be completed at LATI.

IV. Obligations

Both parties agree to confer with each other on a yearly basis regarding changes in curricula involved this articulation agreement.

V. Modification

This agreement may be modified from time to time by the South Dakota Board of Regents and Lake Area Technical Institute with approval by the South Dakota Board of Education. Modifications may not diminish the entitlements enjoyed by students who have already attended classes delivered under the terms of earlier versions of the agreement, except in rare instances in which retroactive implementation of modifications may be required to comply with accreditation standards or to conform to professional licensure requirements.

VI. Incorporation of terms in master agreement.

The parties have entered into the present agreement pursuant to the agreement of _____, 2018, between the South Dakota Board of Education on behalf of Lake Area Technical Institute and the South Dakota Board of Regents on behalf of Black Hills State University, Dakota State University, Northern State University, and the South Dakota School of Mines and Technology, South Dakota State University, and the University of South Dakota. This agreement shall be subject to all terms and conditions stated in the, 2018 agreement.

VII. Effective Date of Agreement: Start Date of the Fall 2019 term at LATI and DSU. The agreement applies to students who graduated from LATI in 2018 and subsequent years.

VIII. Acceptance of Agreement:

For Dakota State University:

Donna Bennett Date: 12/13/19

Julia G. B. Date: 12/13/19

_____ Date: _____

_____ Date: _____

_____ Date: _____

_____ Date: _____

For Lake Area Technical Institute:

_____ Date: _____

Donna Stiles Date: 1/7/2020

Mike Carty Date: 1/7/2020

Kimberly Kay Ballen Date: 1/7/2020

Jon Pedersen Date: 1/7/2020

_____ Date: _____

Business Associate, Marketing/Management Option

Semester Course Outline 2018 — 2019

20 Months (4 Semesters and 1 Summer Session) • Revised: 8/16/18

Associate of Applied Science (A.A.S.) Degree • Credits Required for Graduation: 76

First Year — Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 101	Introduction to Business	45	3
BUS 122	Business Relationships	45	3
BUS 160	Principles of Selling	45	3
ACCT 210	Principles of Accounting I	45	3
csc 105	Computer Software Applications *	45	3
SPCM 101	Fundamentals of Speech * (CSS 100 Career Search Strategies .5 credit)	45	3
Total		270	18

First Year — Spring Semester

Course Number	Course Title	Clock Hours	Credits
BUS 120	Principles of Marketing	45	3
BUS 230	Management Policy	45	3
BSA 232 or CIS 125	Social Media Marketing or Advanced Computer Applications	45	3
• ACCT 211 or BUS 236	Principles of Accounting II or Financial Management	45	3
• Selected Behavioral Science Course (Choose one) PSYC 100 — Psychology of Human Relations PSYC 101 — General Psychology *		45	3
Selected Elective		45	3
Total		270	18

First Year — Summer Session

Course Number	Course Title	Clock Hours	Credits
BSA 230	Quickbooks	15	1
BUS 150	Advertising	45	3
ECON 201	Principles of Microeconomics I *	45	3
Total		105	7

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Semester Course Outline • 2018 - 2019

Second Year Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 140	Business Law	45	3
BUS 244	International Business	45	3
Selected Communications Course (Choose one) COMM 101 — Communications and Career Strategies ENGL 101 — Composition * (CSS 100 — Career Search Strategies .5 credit)		45	3
• Selected Mathematics Course (Choose one) MATH 100 — Applied General Math MATH 101 — Intermediate Algebra MATH 102 - College Algebra *		45	3
Selected Elective		45	3
Total		225	15

Second Year — Spring Semester

Course Number	Course Title	Clock Hours	Credits
BUS 162	Retailing	45	3
BUS 210	Small Business Development	45	3
BUS 220	Personal Finance	45	3
BUS 238	Business Innovation	45	3

BUS 235 or BUS 240 plus Elective	Business Internship or Business Internship plus Elective	360	6
Total		540	18

All elective and/or additional courses not listed on your current program outline must be approved by your adviser and appropriately identified on the current program semester outline of any Business Associate Option or Financial Services Option.

- Prerequisite: Students must have successfully completed ACCT 210 — Principles of Accounting I (or have approval from the instructor) before enrolling in ACCT 211 — Principles of Accounting or BUS 236 — Financial Management.
- .. Prerequisite: Students must have successfully completed ACCT 210 — Principles of Accounting I and ACCT 211 — Principles of Account II or BUS 236 — Financial Management (or have approval from the instructor) before enrolling in BUS 210 — Small Business Development.

... Selected Electives

Fall Semester

BSA 210 — Compensation and Benefits

BUS 170 — Human Resource
Management

BUS 215 — Business Ethics

ENT 100 — Entrepreneurship Essentials

Spring Semester

BSA 108 — Employment Law

BSA 212 — Training and
Development

BSA 232 — Social Media
Marketing

BUS 209 — Principles of
Insurance

ENT 220 — Business Team
Development

- Students will select a course in each of the areas listed to meet general education requirements. Courses marked with an asterisk (*) can be transferred directly to the university system and may be substituted for recommended courses on the outline. Students should speak with an advisor before doing so.

Students who select to take transferable communications course ENGL 101, must also register for CSS 100 - Career Search Strategies for .5 credit. This curriculum is required for all Lake Area Tech graduates and is included in the COMM 101 course but is separate

