

**ARTICULATION AGREEMENT
LEADING TO A
B.B.A. IN MARKETING
BETWEEN MARSHALL UNIVERSITY AND
KANAWHA VALLEY COMMUNITY AND TECHNICAL COLLEGE**

Marshall University and Kanawha Valley Community and Technical College in order to promote the transfer of students between the two institutions seeking degrees in Marketing and thereby increase educational opportunities for students in West Virginia, establish this articulated program leading to the B.B.A. degree in Marketing to be granted by Marshall University. This articulation agreement stipulates a course of study leading to an A.A.S. degree in Applied Science, which, if satisfactorily completed by students at the Kanawha Valley Community and Technical College, will allow them to transfer into the Marshall University College of Business and obtain the B.B.A. degree in Marketing upon the successful completion of the program outlined in the articulation agreement.

Marshall University and Kanawha Valley Community and Technical College agree to monitor and support the provisions of this agreement to ensure consistency and program quality and transferability of the benefit of the students of both institutions. Marshall University and Kanawha Valley Community and Technical College agree to coordinate changes in the course content or requirements for any courses listed in the articulation agreement in order to ensure continued comparability between the courses offered on each campus. Marshall University and Kanawha Valley Community and Technical College agree to renegotiate this agreement as necessary due to changes in curriculum or graduation requirements implemented by either institution. This process will be the responsibility of the appropriate deans at both institutions.

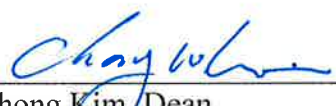
Students pursuing the B.B.A. in Marketing through the articulation agreement will be bound by the curriculum sheets in effect at the time they are officially accepted into the articulated program. The attached curriculum sheets dated December 1, 2011 will be in effect until officially changed and agreed upon by both institutions.



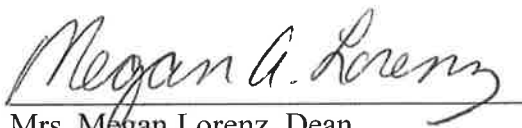
Dr. Stephen J. Kopp, Ph.D.
President
Marshall University



Dr. Joseph Badgley, President
Kanawha Valley CTC



Dr. Chong Kim, Dean
College of Business
Marshall University



Mrs. Megan Lorenz, Dean
Business Studies
Kanawha Valley CTC

December 22, 2011

Articulation between Kanawha Valley CTC and Marshall University

MARKETING 2+2 Option

KVCTC Associate in Applied Science - Marshall University, BBA in Marketing

FIRST YEAR	
First Semester ENG 110 English Composition I (ENG 101)3 HUM 101 Introduction to Humanities (Humanities Elective)3 BST 173 Sales I (MKT 231).....3 BST 106 Introduction to Business.....3 MAT 120 College Algebra (MTH 130)3 TOTAL CREDITS15	Second Semester ENG 111 English Composition II ¹ (ENG 201)..... 3 BST 227 Financial Accounting (ACC 215).....3 ECN 201 Principles of Macroeconomics (ECN 253).....3 BST 205 Fundamentals of Marketing ² (MKT 340)3 BST 263 Business Statistics (MGT 218)3 TOTAL CREDITS 15
SECOND YEAR	
Third Semester ACC 237 Managerial Accounting (ACC 216).....3 ECN 202 Principles of Microeconomics (ECN 250)3 BST 202 Principles of Management ³ (MGT 320)3 BST 175 Advertising I.....3 BST 240 Fund of Bus Computer Technologies (MIS 200).....3 TOTAL CREDITS15	Fourth Semester _____ Free Elective 1 BST 176 Advertising II3 BIO 101 General Biology (Physical/Natural Science).....3 BIO 103 Principles of Biology Lab (Phys/Nat Science).....1 BST 203 Business Law I (LE 207).....3 BST 298 Business Studies Seminar.....1 BST 214 International Business3 TOTAL CREDITS 15
Transfer to Marshall University College of Business after Completion of Associate Degree Requirements	
Fifth Semester MKT 371 International Marketing ("C" or better)3 MKT 341 Promotion Management3 ENG 204 Writing for the Workplace (WI)3 MIS 290 Principles of MIS.....3 PSY 201 General Psychology (CT).....3 TOTAL CREDITS.....15	Sixth Semester MKT 350 Supply Chain Logistics 3 _____ Marketing Elective ⁴ 3 FIN 323 Principles of Finance 3 CMM 207 Bus & Prof Communication..... 3 _____ Fine Arts Elective 3 TOTAL CREDITS 15
Seventh Semester MKT 437 Consumer Behavior3 _____ MKT Elective ⁴3 MKT 442 Marketing Research3 _____ MKT Elective ⁴3 _____ CMM Studies Elective3 TOTAL CREDITS15	Eighth Semester MGT 465 Marketing Management ⁵ 3 MGT 460 Strategic Management ⁶ 3 _____ MKT Elective ⁴ 3 _____ Free Elective 3 _____ Free Elective 3 TOTAL CREDITS 15

¹Must have a grade of "C" or better in ENG 111 (ENG 102).

²BST 205 must be validated to receive credit for MKT 340 by taking MKT 371 and receiving a grade of "C" or better; or by passing a MKT exam provided by the COB; or by re-taking MKT 340 at Marshall for upper division credit.

³BST 202 must be validated to receive credit for MGT 320 by taking MGT 422 and receiving a grade of "C" or better; or by passing a MGT exam provided by the COB; or by re-taking MGT 320 at Marshall for upper division credit.

⁴MKT Electives can be any 300 or 400 level MKT courses that are not already required.

⁵This is the capstone course for all Marketing majors. It can only be taken during the senior year after all prerequisites are met.

⁶This is the capstone course for all College of Business majors. It is normally taken in the graduating semester.