

## THE AGREEMENT

This articulation agreement is intended to facilitate the transfer of graduates from SUNY Cobleskill's Business Administration (A.A.S.) degree to Plattsburgh State University's Business, Study Option in Marketing (B.S.) degree. The objectives, terms and conditions of this agreement are set forth as follows:

### OBJECTIVES

1. To attract qualified students to SUNY Cobleskill and Plattsburgh State University.
2. To facilitate upward educational and career mobility in the Business Marketing profession.
3. To promote the efficient transfer of qualified transfer students from SUNY Cobleskill to Plattsburgh State University.
4. To disseminate program specific information to students who wish to obtain a baccalaureate degree in Business, with a Study Option in Marketing.
5. To provide students with advisement in academic and career planning throughout their program of study.
6. To reduce the completion of unnecessary courses.
7. To facilitate communication and academic coordination between faculty, students and administrators at each institution.

### TERMS AND CONDITIONS

1. A graduate of SUNY Cobleskill will be accepted as a matriculated student in Plattsburgh State University's Business, Study Option in Marketing (B.S.) program upon meeting the following conditions:
  - a. Application for admission to Plattsburgh State University will be the responsibility of the SUNY Cobleskill graduate.
  - b. To be eligible for admission, applicants must have achieved a minimum over-all cumulative grade point average of 2.0.
  - c. Plattsburgh will accept up to 67 SUNY Cobleskill transfer credits.
2. A Bachelor of Science degree with the major in Business, with the Study Option in Marketing, will be awarded to the student upon meeting the following conditions:
  - a. Satisfactory completion of a minimum of 120 credits.
  - b. A minimum grade point average of 2.0.
  - c. A minimum overall grade point average of 2.0 in all business courses and other major requirements.
  - d. A minimum grade of "C" in English Composition.
  - e. A minimum of 45 credits of upper-division, 300-400 level, courses, with 21 upper-division credits required in residence at Plattsburgh State University.
  - f. Completion of 36 Plattsburgh credits to meet the college residency requirement. Of the 36 credits, 28 credits must be taken in the School of Business and Economics (ACC, MGM, ECO) to meet the departmental residency requirement.
  - g. Completion of a minimum of 60 credits of liberal arts courses.
  - h. Completion of all necessary general education requirements.

- i. Completion of all business and other major requirements.
3. SUNY Cobleskill and Plattsburgh State University will disseminate information about the articulation agreement in appropriate publications.
4. Changes in this agreement can be made at any time by mutual consent.
5. This agreement will remain in effect until terminated by either party. Termination would require a minimum of six months notification.

SUNY Cobleskill  
First Year

<u>Fall Semester</u>		<u>Credits</u>	<u>Spring Semester</u>		<u>Credits</u>
ACCT101	Financial Accounting	3	ACCT103	Managerial Accounting	3
BADM131	Principles of Business	3	BADM134	Principles of Marketing	3
ENGL102	Composition	3	BADM145	Business Communications	3
CITA110	Microcomputer Application I	3	ENGL	General Education (Literature)	3
	General Education	3		Elective	0-3
	Elective	<u>3</u>		General Education	<u>3</u>
		18			15-18

SUNY Cobleskill  
Second Year

<u>Fall Semester</u>		<u>Credits</u>	<u>Spring Semester</u>		<u>Credits</u>
BADM223	Business Law I	3	BADM224	Business Law II	3
ECON123	Micro-Economics	3	BADM249	Management	3
BADM	Business Administration Elective	3	BADM	Business Administration Elective	3
HIST	General Ed (American History)	3		Elective (MATH125 Statistics)	3
MATH131	Pre-Calculus	4		Elective (ECON124 Macro-Eco)	3
PHED	Physical Education	<u>1</u>	PHED	Physical Education	<u>1</u>
		17			16

Plattsburgh State University  
Third Year

<u>Fall Semester</u>		<u>Credits</u>	<u>Spring Semester</u>		<u>Credits</u>
MGM	Marketing Elective	3	ACC355	Principles of Finance	3
MGM	Marketing Elective	3	MGM335	Marketing Research	3
MGM397	Writing Portfolio	1	MGM350	Quantitative Analysis for	
LIB101	Library Skills	1		Production Systems	3
MAT221	Calculus for Life Mgt Soc Sci I	3	ECO362	Business and Economic Data	
	Gen. Ed. "Arts"	3		Modeling	3
	Gen. Ed. "Western Civilization"	<u>3</u>		Gen. Ed. "Science" (w/Lab)	<u>4</u>
		17			16

Plattsburgh State University  
Fourth Year

<u>Fall Semester</u>		<u>Credits</u>	<u>Spring Semester</u>		<u>Credits</u>
MGM480	Marketing Strategy	3	MGM	Marketing Elective	3
ACC/MGM/ECO	International Business		MGM490	Strategic Management	3
	Elective	3		Gen. Ed. "Perspectives"	3
	Gen. Ed. "Other World Civ."	3		Free Elective	<u>3</u>
	Gen. Ed. "Science"	3			12
	Gen. Ed. "Foreign Language"	<u>3</u>			
		15			

NOTES:

1. At Cobleskill, students must select one course from seven (7) of the ten (10) General Education Requirement categories to include ENGL102 and MATH111 or higher. Students requiring a lower level mathematics course(s) should take them as electives in order to meet transfer mathematics requirements.
2. The General Education requirements listed in the Plattsburgh third and fourth years will be adjusted, if the Cobleskill student completed those requirements while at Cobleskill.

**Marketing Electives: (9 cr.)**

MGM321	Principles of Advertising
MGM322	Sales Force Management
MGM323	Retail Store Management
MGM325	Marketing Channels Strategy
MGM326	International Marketing Operations
MGM328	Services Marketing
MGM421	Analysis of Consumer Marketing
MGM422	Business to Business Marketing
MGM442	Selected Marketing Topics

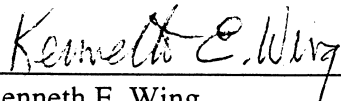
**International Business Elective: (3 cr.)**


ACC376	International Financial Management
ACC377	International Accounting
ECO391	International Trade and Finance
MGM315	International Business Management
MGM316	Comparative and Multinational Management
MGM317	Introduction to Business and Economics in Hispanic Cultures
MGM326	International Marketing Operations

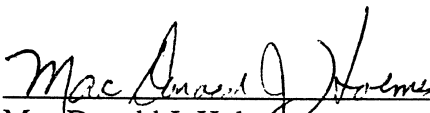
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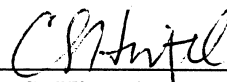
SUNY Cobleskill

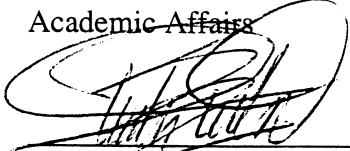
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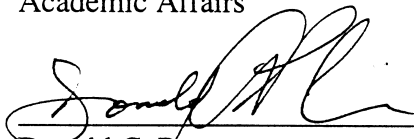
  
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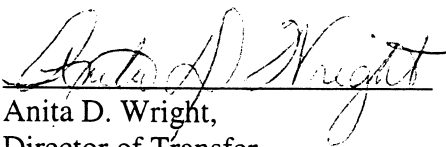
  
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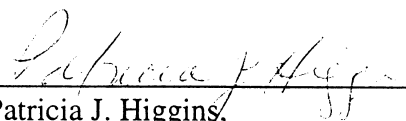
  
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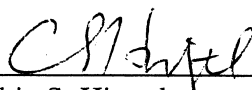
  
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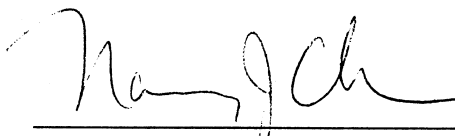
  
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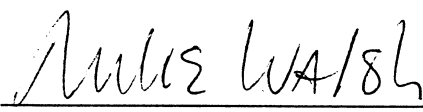
  
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