MINNESOTA STATE COLLEGES AND UNIVERSITIES* ARTICULATION AGREEMENT BETWEEN

DAKOTA COUNTY TECHNICAL COLLEGE AND MINNESOTA STATE UNIVERSITY MOORHEAD

*The Board of Trustees of the Minnesota State Colleges and Universities is authorized by Minnesota Statutes, Chapter 136F to enter into Agreements and has delegated this authority to colleges and universities.

This Agreement is entered into between **DAKOTA COUNTY TECHNICAL COLLEGE** (hereinafter sending institution), and **MINNESOTA STATE UNIVERSITY MOORHEAD** (hereinafter receiving institution). This Agreement and any amendments and supplements, shall be interpreted pursuant to the laws of the State of Minnesota.

The sending institution has established a **DIGITAL MARKETING SPECIALIST AAS** (hereinafter sending program), and the receiving institution has established a **PROJECT MANAGEMENT BS** (hereinafter receiving program), and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

Admission and Graduation Requirements

- A. The receiving institution's admission and program admission requirements apply to both direct entry students and to students who transfer under this agreement.
- B. Students must fulfill the graduation requirements at both institutions.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.

Transfer of Credits

- A. The receiving institution will accept 50 credits from the sending program. A total of 72 credits remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Articulation Table. For system institutions, once the courses are encoded, they will transfer as described in the Transferology Audit.

Implementation and Review

- A. The Chief Academic Officers or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements, assuring compliance with system policy, procedure and guidelines, and conducting a periodic review of this agreement.
- B. This Articulation Agreement is effective on 07/30/2021 and shall remain in effect until the end date of 07/30/2026 or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.
- C. The college and university shall work with students to resolve the transfer of courses should changes to either program occur while the agreement is in effect.
- D. This Articulation Agreement will be reviewed by both parties beginning 1/30/2026 (within six months of the end date).
- E. When a student notifies the receiving institution of their intent to follow this agreement, the receiving institution will encode course waivers and substitutions.

PROGRAM ARTICULATION TABLE						
	College (sending)	University (receiving)				
Institution	Dakota County Technical College	Minnesota State University Moorhead				
Program name	Digital Marketing Specialist	Project Management				
Award Type (e.g., AS)	AAS	BS				
Credit Length	60	120				
CIP code (6-digit)		52.0211				
Describe program admission requirements (if any)						

Instructions

- List all required courses in both academic programs.
- MnTC goal areas transfer to the receiving institution according to the goal areas designated by the sending institution.
- Do not indicate a goal area for general education courses that are not part of the MnTC.
- For restricted or unrestricted electives, list number of credits.
- Credits applied: the receiving institution course credit amount may be more or less than the sending institution credit amount. Enter the number of credits that the receiving institution will apply toward degree completion.
- Show equivalent university-college courses on the same row to ensure accurate DARS encoding.
- Equiv/Sub/Wav column: If a course is to be encoded as equivalent, enter Equiv. If a course is to be accepted by the university as a "substitution" only for the purposes of this agreement, enter Sub. If a course requirement is waived by the receiving institution, enter Wav. If a course is to be accepted by the university as a MnTC goal area, restricted elective or unrestricted elective, leave the cell blank.

(To add rows, place cursor outside of the end of a row and press enter.)

SECTION A - Minnesota Transfer Curriculum-General Education

0 11 (11)						
College (sending)			University (receiving)			
course prefix, number and name	Goal(s) Credits course prefix, number and name		Goal(s)1	Credits	EquivSub	
course prenx, number and name	1	Credits course prefix, number and name		Goal(S)	Applied	Wav
Minnesota Transfer Curriculum-Genera	I Education	n				
ENGL 1150 Composition I	1	3	ENGL 101 English Composition	1	3	Equiv
SPEE 1020 Interpersonal Communication	1, 7	3	MnTC Goal Area 1, 7	1, 7	3	
General Education Electives Goal Area 3 OR	4	3	MnTC Goal Area 4	4	3	
4	(4)	(3)	MATH 127 College Algebra	(4)	(3)	Equiv
* Recommended: MATS 1300 College						
Algebra						
General Education Electives Goal Areas 1 –	1 - 10	6	MnTC Goal Areas 1 – 10	1 – 10	6	
10	(5)	(3)				
*Recommended: ECON 1100			ECON 202 Microeconomics	(5)	(3)	Equiv
Microeconomics						
MnTC/General Education Total		15				

Special Notes, if any: * These courses are recommended because they are requirements of the Project Management BS and satisfy the MnTC goal areas. MSUM accepts the same number of credits and goal areas as DCTC awards for their MnTC courses.

SECTION B - Major, Emphasis, Restricted and Unrestricted Electives or Other

(pre-requisite courses, required core courses, required courses in an emphasis, or electives (restricted or general) within the major). Restricted electives (in Major) fulfill a specific requirement within a major. Example A: "Chose two of the following three courses;"

¹ MnTC goal areas transfer to the receiving MnSCU college/university according to the goal areas designated by the sending college/university

Example B: A Biology degree may require 40 science credits (20 credits of required courses + 20 credits of listed related courses, such as botany, genetics, sociobiology, etc. which students can select).

Major, Emphasis, Restricted, Unrestricted Electives or Courses	Other			
MKTC 1000 Principles of Marketing	3	MKTG 270 Principles of Marketing	3	Equiv
MKTC 2000 Advertising Practices & Procedures	3			
MKTC 2105 Marketing Communications Writing	3			
MKTV 2506 Digital Marketing	3			
MKTC 2507 Digital Media Tools	3			
MKTC 2511 Web Development for Marketers	3			
MKTC 2515 Digital SEM & Analytics	3	Electives		
MKTC 2520 Video Content for Marketers	2			
MKTC 2550 International Marketing	3			
MKTC 2600 Marketing Research	3			
MKTC 2605 Data Analytics	3			
MKTC 2815 Business Law	3			
MKTC 1100 Fundamentals of Sales (3), MKTC 1150				
Consumer & Prof Buying Behavior (3), MKTC 2900	10	Not Applicable	0	
Portfolio & Interviewing (1), MKTC 2970 Marketing	10	10 NOL Applicable		
Internship (3)				
Major, Emphasis, Unrestricted Electives	45	Total College Credits Applied	50	
Total		(sum of sections A and B)	50	
Special Notes:				

SECTION C - Remaining University (receiving) Requirements

course prefix, number and name	Credits
MnTC/ LASC (general education) Goal Areas*	24
MATH 234 Probability & Statistics (Goal 4)	3
ACCT 230 Principles of Accounting I	3
MGMT 260 Principles of Management	3 3
OM 380 Methods Improvements	
OM 395 Computer Applications for Technologists	3
OM 470 Purchasing & Sourcing Management	3
OM 483 Cost Analysis	
OM 482 Quality Planning & Implementation	3
PMGT 456/ MGMT 456 Project Management in Business	3 3 3
PMGT 300 Project Management & Scheduling	3
PMGT 301 Customer Relationship Management OR	3
PMGT 433 Dale Carnegie Skills for Success	
PMGT 385 Process Leadership	3
PMGT 400 Advanced Project Management, Risk & Liability	3
PMGT 401 Consulting OR	3
MGMT 371 Intro to Business Analytics OR	
OM 472 Logistics Management & Network Design	
PMGT 492 Project Management	3
PMGT 469 Internship OR	3
BUS 480 Dragon Consulting	
	(-)
**MATH 127 College Algebra	(3)
**ECON 202 Principles of Economics I: Microeconomics	(3)
Total Remaining University Credits 2	72

Special Notes: *MnTC goal areas must be met and 42 MnTC/ LASC total credits earned. It is recommended that LASC courses that double count in more than one goal area be taken. **If the course equivalencies weren't taken at DCTC these courses will need to be taken at MSUM.

SECTION D - Summary of Total Program Credits

College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	15		
Major, Emphasis, Unrestricted Electives or	45		
Other	7.5		
Total College Credits	60	Total College Credits Applied	50
		Remaining credit to be taken at the university	72
		(receiving institution)	12
		Total Program Credits	122

 $^{^2}$ At least 40 of the required credits for the baccalaureate degree shall be at the upper-division level. If a lower division course is shown as equivalent to an upper division course, check with the university to determine if it will count toward the 40 required credits of upper division.

College	Name	Signature	Date		
Chief Academic Officer	Mike Opp	Vice President of Academic Affairs	7/1/2021		
Title					
University	Name	Signature	Date		
Department Chairperson	Atif Osmani	Atil Osmani	07/01/2021		
Academic Dean	Josh Behl	4 Bell	7/5/2021		
Chief Academic Officer	Arrick Jackson	A	7/6/21		
DARS Encoder	Jolene Richardson	John Richardson	7/7/2021		
Date when equivalencies were verified/encoded in DARS by the receiving MnSCU institution.					