

## PROGRAM TO PROGRAM ARTICULATION AGREEMENT

### Agreement with Respect to Applying the Associate of Applied Sciences Degree Program in Business Associate – Marketing/Management Option

#### Towards the Advertising Major Bachelor of Science or Arts Degree Program

Between  
Lake Area Technical College  
and  
South Dakota State University

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#### I. Parties

The parties to this agreement are Lake Area Technical College (LATC) and South Dakota State University (SDSU).

#### 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 institution's programs;
- B. provide increased educational opportunities for students from South Dakota and the region;
- C. extend and clarify educational opportunities for students; and
- D. provide LATC students who have completed the A.A.S. degree in Business Associate – **Marketing/Management Option** an opportunity to earn a Bachelor of Science or Arts degree with a major in **Advertising** at SDSU.

#### III. Academic Program

- A. Upon successful completion of the major requirements, as indicated below, SDSU will accept 46 technical course credits from the A.A.S. degree in Business Associate – Marketing/Management Option. Additional transferable system general education credits may be earned at LATC, but no more than 60 credits total may be transferred from LATC to SDSU. Students must meet all Board of Regents policies and university graduation requirements in order to receive a degree.
- B. Requirements to be completed at SDSU to earn a Bachelor of Science or Arts degree with a major in **Advertising** are outlined below.

The general education coursework to meet South Dakota Regental System's General Education Requirements (SGR) must also be completed as outlined below. This coursework may be taken at LATC if equivalent courses are available.

Please note that BOR Policy 2.5 states, “Total transfer credit for work at two-year technical or community college may not exceed one-half of the hours required for completion of the baccalaureate degree at the accepting institution unless an approved program-specific waiver exists.” For this program, that number is 60 credits.

System General Education Requirements SGRs (15-24 credits from classes on the approved lists in SDSU Bulletin.

1. SGR Goal #1: Written Communication: ENGL 101 & ENGL 201 Composition I & II (3-6 credits)
2. SGR Goal #3: Social Sciences/Diversity (0-3 credits in two disciplines)
3. SGR Goal #4: Humanities and Arts/Diversity (6 credits in two disciplines or in a sequence of modern foreign language courses)
4. SGR Goal #5: Mathematics (0-3 credits)
5. SGR Goal #6: Natural Sciences (6 credits)

College of Arts, Humanities and Social Sciences Requirements (3+ credits)

**Bachelor of Science Degree Requirements 7 credits**

1. Natural Sciences Class (4 credits) from the approved list in SDSU Bulletin, taken as needed to earn 10 or more science credits from at least two different disciplines, with a minimum of two labs
2. A minor, second major, teaching specialization: Satisfied in full by completion of the A.A.S. degree from LATC.
3. AHSS 111, Introduction to Global Citizenship and Diversity, (3 credits)

**Bachelor of Arts Degree Requirements 3+ credits**

1. Completion of a Modern Foreign Language through the 202 level (0-6 credits)
2. A minor, second major, teaching specialization: Satisfied in full by completion of the A.A.S. degree from LATC.
3. AHSS 111, Introduction to Global Citizenship and Diversity, (3 credits)

Major Course Requirements (41 credits)

1. ADV 370 - Advertising Principles (3 credits)
2. ADV 371-371L - Advertising Copy and Design and Studio (3 credits)
3. ADV 372-372L - Advertising Media Strategies and Lab (3 credits)
4. ADV 442-442L - Integrated Marketing Communication and Campaigns Studio (3 credits)
5. MCOM 119 - Mass Communication Fundamentals ) (2 credits)
6. MCOM 210-210L - Basic Newswriting and Lab (3 credits)
7. MCOM 220-220L - Introduction to Digital Media and Lab (3 credits)
8. MCOM 270 - Data Analysis in Communication (3 credits)
9. MCOM 331-331L - Video Production and Lab (3 credits)
10. MCOM 394 or MCOM 494 - Internship (3 credits required)
11. MCOM 416- Mass Media in Society (3 credits) or ADV 476- Global and Multicultural Advertising (3 credits)
12. MCOM 430 - Media Law (3 credits)
13. Select from the following. Credits: 6

- ADV 314 - Digital Promotions (3 credits)
- ADV 411-411L - Media Analytics and Studio (3 credits)
- ADV 472 - Research and Planning (3 credits)
- ADV 489 - Portfolio Development (3 credits required)
- MCOM 219 - Social Media Strategies (3 credits)
- MCOM 339-339L - Publication Design and Lab (3 credits)
- MCOM 359-359L - Mobile Media Design and Applications and Lab (3 credits)
- MKTG 370 - Marketing (3 credits)
- PUBR 243 - Public Relations Principles (3 credits)

Program or General Electives (0-3 credits)

**Total minimum number of credits at SDSU: 68**

**Total number of credits from LATC: 52**

**Total minimum credits required: 120**

Additional Requirements:

1. Students transferring from Lake Area Technical College must have a cumulative GPA of "C" (2.0 on a 4.0 scale)
2. At least 33 credits for the degree must be upper-division (300 or higher) courses.

**I. Obligations**

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

**II. Modifications**

This agreement may be modified from time to time by the South Dakota Board of Regents and Lake Area Technical College with approval from 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.

**III. Effective Date of Agreement**

Start Date of Fall 2020 Terms at LATC and SDSU. The agreement applies to students who graduated from LATC within the 10 years immediately prior to application and admission into SDSU.

**IV. Acceptance of Agreement**

**For South Dakota State University**

*Lynn Sargent* Date: 3/4/2020  
Dean, College of Arts, Humanities and Social Sciences

*R D Hel* Date: 3-5-2020  
Provost and Vice President for Academic Affairs

**For Lake Area Technical College**

*Michelle* Date: 1/21/20  
President, Lake Area Technical College

**APPENDIX A**  
**PLAN OF STUDY FOR**  
**Associate of Applied Science in Business Associate – Marketing/Management Option at Lake Area Technical College to enroll in SDSU’s Bachelor of Science or Arts Degree with a major in Advertising**

AAS DEGREE IN BUSINESS ASSOCIATE – **MARKETING/MANAGEMENT OPTION** 76 CREDITS  
 LATC General Education Coursework, Suggested for Transfer to SDSU\*

- CSC 105, Computer Software Applications (3 credits)
- ENGL 101, Composition (3 credits)
- MATH 114, College Algebra (3 credits)
- PSYC 101, General Psychology (3 credits)
- SPCM 101, Fundamentals of Speech (3 credits)
- ECON 201, Principles of Microeconomics I (3 credits)

**Business Associate • Marketing/Management Option**  
**Semester Course Outline • 2019 – 2020**

20 Months (4 Semesters, 1 Summer Session) • Revised: 7/25/19  
 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
<b>Total</b>		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 CSC 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
<b>Total</b>		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
<b>Total</b>		105	7

**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 114 – College Algebra *		45	3
*** Selected Elective		45	3
<b>Total</b>		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
<b>Total</b>		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 II or BUS 236 – Financial Management.

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

\*\*\* **Selected Electives**

Fall Semester	Spring Semester
BSA 210 – Compensation and Benefits	BSA 108 – Employment Law
BUS 170 – Human Resource Management	BSA 212 – Recruitment, Training, and Development
BUS 215 – Business Ethics	BSA 232 – Social Media Marketing
ENT 100 – Entrepreneurship Essentials	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 from the university system.