

Articulation 2 of 7

St. Joseph's College, NY and Long Island Business Institute, NY

Marketing

This document represents a transfer credit articulation agreement between St. Joseph's College, NY, with campuses in Brooklyn and Patchogue, LI, and Long Island Business Institute, NY, for transfer students pursuing a Bachelor of Science degree in Marketing.

This will serve as a guiding document for use by students, faculty and administrators of both institutions in clarifying the relationship between the schools and in confirming the way course credits transfer from Long Island Business Institute to St. Joseph's College, NY (SJC). The attached Transfer Articulation Course Equivalencies documents are the result of dialogue between the St. Joseph's College and Long Island Business Institute Academic Deans and Department Chairpersons. Each course equivalent has been reviewed by both parties for content and transferability. The agreement may be modified, including adding or deleting course equivalencies, upon agreement of both parties.

Long Island Business Institute graduates are eligible to receive up to 64 semester hours of transfer credits when transferring to St. Joseph's College, NY. Credit will only be awarded for courses completed with a grade of C or better. The overall grade point average must meet current St. Joseph's College admissions requirements as stated in the SJC Catalogue, as well as program-specific requirements.

The attached articulation agreement serves as a guideline for the maximum number of transfer credits from Long Island Business Institute to St. Joseph's. Students transferring to St. Joseph's College from Long Island Business Institute with the maximum number of credits will be given the opportunity to complete the requirements for a Bachelor of Science within four additional semesters of full-time study. SJC liberal arts requirements, distribution requirements, and course equivalencies for transfer credit purposes are contained within this document.

To complete requirements for the Baccalaureate Degree of Science (B.S.) in Marketing, the student is responsible for any of the below course requirements still outstanding. 120-128 completed credits are required for graduation from St. Joseph's College. Experiential Learning (evaluated through "Prior Learning Assessment") often qualifies for college credit.

Marketing, B.S. (Professional Studies)

The Bachelor of Science in Marketing equips undergraduates with in-depth knowledge of business marketing while providing a solid base in general business. This prepares students to apply theoretical knowledge in positions such as advertising and promotion, public relations, marketing management, and sales management.

Required Courses: 27 Credits

- [MKT 267 - Computer Assisted Graphic Design Workshop](#) 3 credits. **or**
- [ART 267 - Advertising and Graphic Design](#) 3 credits. **or**
- [ART 165 - Graphic Design I](#) 3 credits.

- [BUS 140 - Microcomputer Applications I](#) 3 credits. **or** (COM200 BUSINESS APPLICATIONS OF PERSONAL COMPUTERS)
- [COM 140 - Computer Applications I](#) 3 credits. (COM100 INTRODUCTION TO COMPUTERS)

- [BUS 141 - Microcomputer Applications II](#) 3 credits. **or**
- [COM 141 - Computer Applications II](#) 3 credits.

- [ENG 103 - Writing for Effective Communication](#) 3 credits. (ENG106 COLLEGE ENGLISH I)
- [ENG 110 - Communication for Professionals](#) 3 credits. (BUS198/BUS298 BUSINESS COMMUNICATIONS)
- [MAT 111 - College Algebra](#) 3 credits.
- [MAT 200 - Mathematics for Business and Economics](#) 3 credits. (BUS297/BUS197 BUSINESS MATHEMATICS)
- [PHI 160 - Introduction to Ethics](#) 3 credits.
- [SPC 102 - Introduction to Human Communication](#) 3 credits. (SPE100 SPEECH COMMUNICATION)

Additional Required Courses: 46 Credits

- [ACC 200 - Fundamentals of Financial Accounting](#) 3 credits. (ACC100 PRINC. OF ACCOUNTING I)
- [BUS 100 - Process of Management](#) 3 credits.

- [BUS 120 - Macroeconomics](#) 3 credits. **or**
- [ECO 120 - Macroeconomics](#) 3 credits.

- [BUS 226 - Microeconomics](#) 3 credits. **or**
- [ECO 226 - Microeconomics](#) 3 credits

- [BUS 150 - Business Law I](#) 3 credits. (BUS100 BUSINESS LEGAL CONCEPTS AND TERMINOLOGY)
- [BUS 151 - Business Law II](#) 3 credits.
- [BUS 219 - Principles of Finance](#) 3 credits. (BUS291 BUSINESS FINANCE)

- [BUS 222 - Statistics](#) 3 credits. **or**
- [ECO 222 - Statistics](#) 3 credits

- [BUS 275 - Business in a Global Environment](#) 3 credits.

- [MKT 200 - Marketing](#) 3 credits. (BUS292 PRINCIPLES OF MARKETING)
- [MKT 204 - Marketing Promotion and Advertising](#) 3 credits.
- [MKT 208 - Public Relations](#) 3 credits.
- [MKT 310 - Consumer Motivation and Behavior](#) 3 credits.
- [MKT 316 - Marketing Research](#) 3 credits.
- [MKT 472 - Marketing Strategy Seminar](#) 3 credits.
- [LIB 100 - Library Research Strategies](#) 1 credit. (IRL101 INTRODUCTION TO INFORMATION LITERACY AND RESEARCH METHODS)

Electives from Business, Accounting or Marketing Courses: 9 Credits

Liberal Arts Electives: 29 Credits

Other Electives: 9 Credits

Total: 120 Credits (Effective students entering Fall 2015)

Note(s): The Department reserves the right to require an additional English writing course(s) at any point in a student's program if deemed appropriate based on the student's writing level.