

THE AGREEMENT

This articulation agreement is intended to facilitate the transfer of graduates from SUNY Cobleskill's Business Administration (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	COMP130	Microcomputer Applications I	3
MATH125	Statistics	3	ENGL	English Elective	3
PHED	Physical Education Elective	1	MATH231	Calculus I	4
PSYC111	General Psychology	<u>3</u>	PHED	Physical Education Elective	<u>1</u>
		16			17

SUNY Cobleskill
Second Year

<u>Fall Semester</u>		<u>Credits</u>	<u>Spring Semester</u>		<u>Credits</u>
BADM223	Business Law I	3	BADM249	Management	3
	Lab Science Elective	3-4	ECON124	Macro-Economics	3
ECON123	Micro-Economics	3	SOSC111	Introduction to Sociology	3
BADM145	Business Communications	3		Humanities Elective	3
	Electives	<u>3-4</u>		Electives	3
		16-17		Electives	<u>1-2</u>
					16-17

Plattsburgh State University
Third Year

<u>Fall Semester</u>		<u>Credits</u>	<u>Spring Semester</u>		<u>Credits</u>
ACC355	Principles of Finance	3	MGM335	Marketing Research	3
MGM	Marketing Elective	3	MGM	Marketing Elective	3
MGM397	Writing Portfolio	1	MGM350	Quantitative Analysis for	
LIB101	Library Skills	1		Production Systems	3
	General Education Requirement	3	ECO362	Business and Economic Data	
	Liberal Arts Elective	3		Modeling	3
	Free Elective	<u>3</u>		General Education "Perspective"	<u>3</u>
		17			15

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		Liberal Arts Elective	3
	General Education "Perspective"	3		Free Elective	<u>3</u>
	General Education Requirement	3			12
	Free Elective	<u>3</u>			
		15			

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

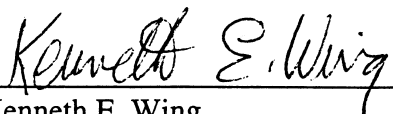
International Business Elective: (3 cr.)

- 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

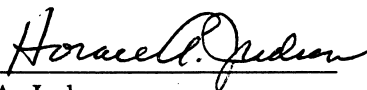
Approved By:

SUNY Cobleskill

Plattsburgh State University



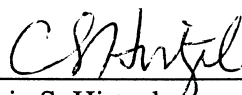
Kenneth E. Wing,
President



Horace A. Judson,
President



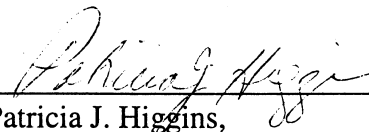
Mac Donald J. Holmes,
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Academic Affairs



Cynthia S. Hirtzel,
Provost and Vice President for
Academic Affairs



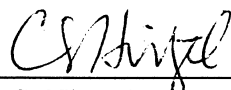
Chester J. Burton,
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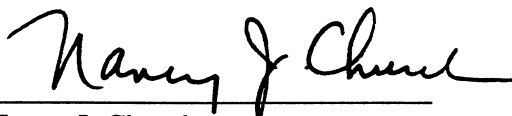
Patricia J. Higgins,
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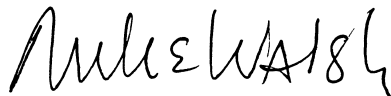
Anita D. Wright,
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