

**PROGRAM-TO-PROGRAM ARTICULATION AGREEMENT  
BETWEEN  
EAST STROUDSBURG UNIVERSITY OF PENNSYLVANIA  
AND  
NORTHAMPTON COMMUNITY COLLEGE**

**AAS in Marketing to BS in Marketing**

**WHEREAS**, East Stroudsburg University of Pennsylvania, located at 200 Prospect Street, East Stroudsburg, Pennsylvania, 18301, an educational institution of the State System of Higher Education, Commonwealth of Pennsylvania, (hereinafter called "ESU"), offers a Bachelor of Science Degree in Marketing; and

**WHEREAS** Northampton Community College, located at 3835 Green Pond Road, Bethlehem, Pennsylvania, 18020 (hereinafter "NCC"), offers an AAS Degree in Marketing; and

**WHEREAS**, both ESU and NCC desire to facilitate the transfer of students from an AAS Degree in Marketing at NCC to the Bachelor of Science Degree in Marketing program at ESU and avoid duplication of degree requirements where possible; and

**WHEREAS**, subject to the terms of this Agreement, a student who has earned the AAS Degree in Marketing at NCC shall be guaranteed admission to ESU.

**NOW THEREFORE**, ESU and NCC official confirm the following terms of this Agreement:

a. **Minimum Qualifications.** In addition to the other requirements set forth in this Agreement, to be eligible for transfer from NCC to ESU under this Agreement, a student must:

- 1) Graduate from NCC with a minimum quality point average ("QPA") of 2.50 (on a 4.0 scale);
- 2) Graduate from NCC with a minimum Major QPA of 3.00 (4.0 scale);
- 3) Submit an official final NCC transcript, at the student's own cost, indicating receipt of the AAS Degree in Marketing directly to the ESU Office of Admission prior to matriculating to ESU;
- 4) Enroll at ESU within one year of graduation from NCC;
- 5) Not attend another institution of higher education between the time they graduate from NCC and enroll at ESU;
- 6) Satisfy remaining pre-professional requirements during the next available scheduled summer session at ESU; and
- 7) Satisfy all conditions stated in this Agreement and all other regular ESU admission requirements.

b. **Admission of Transfer Student.** At the beginning of their final semester at NCC, the student must submit an application, with applicable application fee, for admission as a transfer student to ESU. Students are encouraged to apply well before the application deadline dates. (Please refer to the University's most recent application for the applicable fall and spring transfer application deadline dates).

c. **Acceptance into Bachelor of Science Degree Program.** Upon formal admission to ESU, the student must submit appropriate advanced deposits that will be credited towards the

first semester fees/tuition. The student will follow the curriculum requirements in effect at ESU at the time of the student's enrollment into ESU's Marketing program and will thereafter comply with any changes to the curriculum.

d. **ESU Student Registration:** After acceptance into ESU, the student must register for courses in accordance with ESU's procedures. A process for advising prospective transfer students will be developed by ESU's Department of Marketing.

e. **Transfer Credits.** ESU will accept a total of 62 credits from NCC which include credits in general education/pre-requisite, co-requisite and free electives, and major credits, all with grades of "C" or better. Remedial/developmental courses are not transferable. The current accepted credits, as for the date of this Agreement, are detailed in Exhibit "A", attached hereto.

f. **ESU Transfer Advising.** Using "Exhibit A" as a guide, the ESU Marketing Department Chairperson or Academic Advisor will work with the ESU Registrar to ensure that all acceptable transfer course equivalencies listed in "Exhibit A" are applied towards the students ESU academic record.

g. **University Requirements for the Bachelor of Science Degree:** Students are expected to complete all stated University Graduation Requirements and all other General Education, Pre-Requisite, and Major Field requirements as described in ESU's catalog and Departmental policies in order to receive the Bachelor of Science in Marketing Degree from the University.

h. **Academic Policies and Requirements.** While enrolled at either NCC or ESU, the student shall comply with each institution's academic policies and requirements.

i. **Discipline Policies.** While enrolled at either NCC or ESU, the student shall comply with each institution's discipline policies and requirements. However, the specific discipline policies/degree requirements in effect for the Bachelor of Science Degree in Marketing as awarded by ESU will be as such exist at the time of the student's enrollment into the program.

j. **School Calendar.** ESU's calendar will control as to pertinent dates for registration, exams, semesters and school breaks.

k. **Promote and Publicize:** NCC agrees to publicize this Agreement to prospective students in admissions literature and as part of regular student recruitment, and to inform qualified students matriculating to NCC of the opportunity for admission to ESU under the terms of this Agreement.

l. **NCC Advisement:** NCC agrees to advise NCC students regarding which courses will transfer under this Agreement.

m. **Coordination of Agreement:** Each institution will designate a representative who will coordinate the terms of this Agreement between the two institutions.

n. **Review of Agreement:** Both ESU and NCC will review this Agreement annually and make any changes upon mutual consent. Each will keep the other informed of any other changes of policy or curricula that affect students transferring under the terms of this Agreement.

**o. Mutual Terms and Conditions:**

**1) Term of Agreement:** The term of this Agreement will be for five (5) years from the date of final execution by the parties and their respective legal counsel. This agreement may not exceed a period of five (5) years from the date of final execution.

**2) Termination of Agreement:** Either institution may terminate this Agreement for any reason with ninety (90) days notice. However, students who are in their final semester at NCC and have already been accepted into ESU's Marketing program will be afforded the opportunity to enter ESU's Bachelor of Science in the Marketing program in accordance with the terms of this Agreement.

**3) Nondiscrimination:** The parties agree to continue their respective policies of nondiscrimination based on Title VI of the Civil Rights Act of 1964 in regard to sex, age, race, color, creed, national origin, Title IX of the Education Amendments of 1972 and other applicable laws, including the Family Educational Rights and Privacy Act (FERPA), as well as the provisions of the Americans with Disabilities Act.

**4) Interpretation of the Agreement:** The laws of the Commonwealth of Pennsylvania shall govern the interpretation and enforcement of this Agreement.

**5) Modification of Agreement:** This Agreement shall only be modified in writing with the same formality as the original Agreement.

**6) Relationship of Parties:** The relationship between the parties to this Agreement to each other is that of independent contractors and shall not be construed to constitute a partnership, joint venture or any other relationship, other than that of independent contractors.

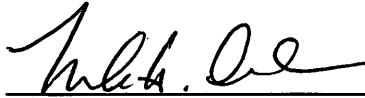
**7) Liability:** Neither of the parties shall assume any liabilities to each other. As to liability to each other for death to persons, or damages to property, the parties do not waive any defense as a result of entering into this Agreement. This provision shall not be construed to limit the Commonwealth's rights, claims or defenses, which arise as a matter of law pursuant to any provisions of this Agreement. This provision shall not be construed to limit the sovereign immunity of the Commonwealth or of the State System of Higher Education or the University.

**8) Entire Agreement:** This Agreement represents the entire understanding between the parties. No other prior or contemporaneous oral or written understandings or promises exist in regards to this relationship.

[The remainder of this page has intentionally been left blank. Signature page follows.]

IN WITNESS WHEREOF, the authorized representatives of the parties have executed this Agreement as of the date previously indicated.

FOR: The Northampton  
Community College

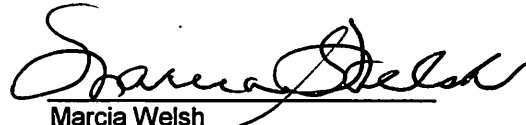
  
Mark H. Erickson, Ed.D  
President

Date 10/23/19

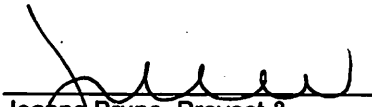
  
Carolyn M. Bortz, Ed.D.,  
Vice President, Academic Affairs

Date 10/22/19

FOR: East Stroudsburg University of  
Pennsylvania

  
Marcia Welsh  
President

Date 10/31/19

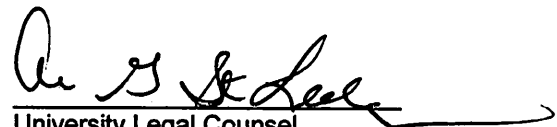
  
Joanne Bruno, Provost &  
Vice President for Academic Affairs

Date 10.29.19

Approved as to form and legality:

\_\_\_\_\_  
College Legal Counsel

Date \_\_\_\_\_

  
University Legal Counsel

Date 11/5/19

**EXHIBIT A**  
**AAS in Marketing at the Northampton Community College to**  
**BS in Marketing at ESU**

**Transfer Credits:** Upon receiving an AAS Degree in Marketing from NCC, ESU accepts the following 62 credits towards the BS degree in Marketing. At this point, he/she will be able to major in the BS in Marketing Degree and receive credit for the following courses:

**EXHIBIT A**

<b>NCC A.A.S. in Marketing</b>		<b>ESU B.S. in Marketing</b>	
ACCT 101 Financial Accounting	3	MGT 211 Financial Accounting Fundamentals	3
ACCT 160 Accounting Applications – or - <sup>1</sup> ACCT 202 Managerial Accounting	3	MGT 299 Elective MGT 212 Managerial Accounting	3
AH or SIT GE Elective	3	General Education Elective	3
AH, SIT or SSSHB GE Elective	3	Elective (Recommended PSY 100 GN: Gen. Psychology)	3
ARTA 130 Intro to Web Site Design	3	DMET 155 Intro Web Design	3
ARTA 170 Computer Graphics	4	ART 220 GN: Graphic Design I	4
BUSA 137 Principles of Selling	3	MGT 299 Elective	3
BUSA 152 Business Law	3	MGT 225 Business Law	3
BUSA 205 Management Fundamentals	3	MGT 200 Principles of Management	3
BUSA 221G Business Communications	3	ENGL 205 Workplace Writing	3
BUSA 232 Principles of Marketing	3	MGT 204 Principles of Marketing	3
BUSA 235 Principles of Advertising & PR	3	MGT 371 Advertising Management	3
BUSA 270 Marketing Simulation (capstone)	3	MGT 299 Elective	3
CISC 101 Introduction to Computers	3	CPSC 100 GE: PCs and Their Uses	3
CMTH 102 Speech Communication	3	CMST 111 GE: Speech Communication	3
COLS101 College Success	1	ELEC 199	1
ECON201 Macroeconomics	3	ECON 111 GE: Macroeconomics	3
ECON 251G Microeconomics	3	ECON112 GN: Prin. of Microeconomics	3
ENGL 101 English I	3	ENGL 103 English Composition	3
ENGL 151L English II (Literature)	3	ENGL 162 GE: Lit Analysis and Interpretation	3
*MATH 140 College Algebra – or – MATH 150 Intro Statistics	3	*MATH 130 GN: Applied Alg. Methods – or - MATH 110 GN: General Statistics	3
<b>Total NCC Credits</b>	<b>62</b>	<b>Total ESU Credits</b>	<b>62</b>

<sup>1</sup> Preferred – Acct202 & Math140

**EXHIBIT A continued**

**Courses to be completed at ESU**

**B.S. in Marketing**

<b>First Semester</b>		<b>Second Semester</b>	
MATH 110 GN: General Statistics	3	MGT 250 Quantitative Business Analysis	3
CPSC 103 GN: Intro Info Technology	3	MGT 301 Financial Management I	3
MGT 201 Decision Science I	3	MGT 355 Business Ethics	3
MGT 352 Human Resource Management	3	MGT 370 Consumer Behavior	3
Social Science GE Elective	3	Social Science GE Elective	3
	15		15
<b>Third Semester</b>		<b>Fourth Semester</b>	
MGT 452 Organization Management	3	MGT 470 Marketing Research	3
MGT 354 Retail Management – or – MGT 325 Logistics Management	3	MGT 471 Marketing Management & Strategy	3
MGT 350 Quantitative Bus. Analysis II – or – MGT 375 Innovation & New Product Develop.	3	Marketing Elective (300 level)	3
Marketing Elective (300 level)	3	Any Elective (300 level)	3
Marketing Elective (300 level)	3	Management 485 Independent Study	1
	15		13
<b>Minimum credits needed to graduate</b>			<b>58</b>