

EXHIBIT A

Pennsylvania Highlands Community College

Pennsylvania Western University

General Education:

Oral Communication:

COM 101, Public Speaking

COMJ 1010, Public Speaking (3)

Written Communication:

ENG 110, English Composition I

ENGL 1200, College Composition (3)

Quantitative Reasoning:

MAT 116, Mathematical Concepts & App. (Elective)

MATH 1010, Quantitative Reasoning (3)

Natural Science & Technology:

Elective (Science)

Natural Science & Technology (3-4)

Social Sciences:

PSY 100, General Psychology (Elective)

PSYC 1000, Introduction to Psychology (3)

ECO 110, Microeconomics (Elective)

ECON 2100, Principles of Microeconomics (3)

ECO 100, Macroeconomics (Elective)

ECON 2200, Macroeconomics (3)

Elective/Wellness & Personal Health:

BUS 110, Introduction to Business

BSAD 1000, Introduction to Business (3)

Program Requirements:

Required Major Courses:

MAT 200, Probability and Statistics

QBA 2000, QBA 2 Statistical Analysis (3)

BUS 125, Management Principles

MGMT 3000, Principles of Management (3)

BUS 230, Principles of Marketing

MKTG 3000, Principles of Marketing (3)

BUS 255, Business Ethics

BSAD 3200, Business Ethics (3)

MKT 200, Sales and Customer Service

MKTG 3210, Sales Management (3)

MKT 140, Integrated Marketing Comm. & Brand.

MKTG 3510, Advertising Management (3)

MKT 100, Consumer Behavior

MKTG 4210, Consumer Behavior (3)

MKT 120, Marketing Research

MKTG 4610, Marketing Research (3)

MKT 222, Digital Marketing & Social Media

MKTG 3800, Social Media Marketing (3)

Electives:

FYE 101, First Year Experience

TREL 1XXX, Transfer Elective (1)

BUS 220, Small Business Management

BSAD 3020, Entrepreneurship I (3)

MKT 202, Marketing Technology & Analytics

MKTG 3XXX, Marketing Elective (3)

MKT 299/BUS 298 Applied Marketing Capstone/
Business Management Internship

MKTG 4650/BSAD 4950, Marketing Problems/
Management Internship (3)

Exhibit B



Degree: Bachelor of Science in Business Administration **Credits Required:** 124
College: Science, Technology, & Business
Major: Marketing
Major Code: MKTG **Minor:** N/A
Concentration: N/A **Minor Code:** N/A

General Education

Foundations: (12 Credits)

- Oral Communication (3 Credits)
 - COMJ 1010 Public Speaking
- Quantitative Reasoning (3 Credits)
 - MATH 1010 Quantitative Reasoning
- Technological Literacy (3 Credits)
 - BSIN 2000 Management Information Systems
- Written Communication (3 Credits)
 - ENGL 1200 College Composition

Discoveries: (Credits 27)

At least two (2) disciplines must be represented within each of the three (3) categories.

Art/Humanities (9 Credits)

- ENGL 2280 Writing for Business *recommended*
- _____
- _____

Natural Sciences & Technology (9 Credits)

- MATH 1220 College Algebra
- QBA 1000 QBA 1: Optimization
- Science Elective _____

Social Sciences (9 Credits)

- PSYC 1000 Introduction to Psychology
- ECON 2100 Principles of Microeconomics
- ECON 2200 Principles of Macroeconomics

Elective/Wellness & Personal Health: (3 Credits)

- BSAD 1000

Competencies:

Applied Methodologies

- QBA 3000 QBA 3: Analytics and Applications

Ethical Reasoning

- BSAD 3200 Business Ethics

Information Literacy

- _____

Intercultural Fluency

- _____

Keystone Experience

- MKTG 4950 Marketing Internship or Any Course or MKTG 4880

Quantitative Applications

- QBA 2000 QBA 2: Statistical Analysis

Writing Intensive Two (2) courses are required

- BSAD 4900 Capstone
- MKTG 4610 Marketing Research

Program Requirements

Required Major Courses: (30 Credits)

- ACC 2000 Financial Accounting
- ACC 3000 Managerial Accounting
- BLAW 2000 Legal and Ethical Environment of Business
- QBA 2000 QBA 2 Statistical Analysis
- QBA 3000 QBA 3 Analytics and Applications
- FINA 3000 Financial Management
- MGMT 3000 Principles of Management
- MKTG 3000 Principles of Marketing
- BSAD 3200 Business Ethics
- BSAD 4900 Capstone

Required Major Courses: (24 Credits)

- MKTG 3200 Principles of Selling
- MKTG 3210 Sales Management
- MKTG 3410 Marketing for Non Profits
- MKTG 3510 Advertising Management
- MKTG 4010 Marketing Management
- MKTG 4210 Consumer Behavior
- MKTG 4610 Marketing Research
- MKTG Free Marketing Elective *(Please see your advisor for options)* MKTG 3800

Required Minor Courses: (12 Credits)

Note: A Minor is required. If the minor is in a business discipline, 9 credits double count with Business Core requirements. Marketing students may NOT choose a general business minor or marketing minor.

- _____
- _____
- _____
- _____

Free Electives: (12 Credits)

- TREL 1XXX _____
- BSAD 3020 _____
- MKTG 3XXX _____
- MKTG 4650 or BSAD 4950 _____
- _____

Program Notes:

Students can minor in any of the following business minors or certificate. Minors outside these are also eligible. Dual majors do not need a required minor. Please see your advisor to discuss your options and make an informed choice that suits your professional and academic goals. Accounting, Art Administration, Economics, Digital Marketing, Event Planning & Management, Finance, Global Business, Human Resource Management, Human Resources Management (Certificate), Innovation and Entrepreneurship (Certificate), Management, Management Information Systems, Parks & Recreation Management, Personal Financial Planning, Supply Chain Management, Tourism & Hospitality Management, Sustainable Business.

Created: 8/21/2023

Please note: To earn the PennWest BSBA, 30 of the last 60 credits must be taken from PennWest. In addition, students will take at least 50% of the credits required for the Major from a PASSHE university. This is in accordance with PASSHE's academic residency policy and related Board of Governors' policies.

**ARTICULATION AGREEMENT
BETWEEN
PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE
AND
PENNSYLVANIA WESTERN UNIVERSITY**

THIS AGREEMENT, effective as of the date of final signature, is made by and between, Pennsylvania Highlands Community College, located at 101 Community College Way, Johnstown, Pennsylvania, hereinafter called "PHCC", and Pennsylvania Western University, located at 250 University Avenue, California, Pennsylvania, hereinafter called "PennWest".

PHCC and PENNWEST acknowledge their shared mission to provide quality higher education programs, which meet the needs of the region and provide a workforce of highly trained residents.

The primary purpose of this agreement is to enhance the transferability of students and their credits between PHCC's Associate in Applied Science in Marketing (AAS) and PennWest's Bachelor of Science in Business Administration in Marketing (BSBA). The PHCC AAS will qualify the student for junior standing upon transfer to PennWest. Students must provide transcript(s) from all institutions attended for review. A secondary purpose is to provide faculty and administration of both institutions with more precise guidelines for advising students interested in pursuing the BSBA.

This agreement does not exclude students from transferring to majors other than the BSBA. Exhibit A, consisting of one (1) page, attached hereto and incorporated herein, outlines the courses that will be accepted from PHCC. Exhibit B, consisting of one (1) page, attached hereto and incorporated herein, outlines the courses necessary for the BSBA from PennWest.

I. MUTUAL TERMS AND CONDITIONS

- a. Academic Policies and Requirements.* PennWest accepts credits from PHCC in accordance with the State System Board of Governor's Policy 1999-01: Student Transfer Policy. The transfer of grades below a "C" will be reviewed in the same manner as the grading policy of native PennWest students so long as the student has earned the associate degree with an overall GPA of 2.00. PennWest accepts and applies credits from PHCC as outlined in the attached Exhibits. The PennWest Graduation Residency Requirements include 30 of the last 60 credits must be completed at PennWest and 50 percent of the major coursework requirements must be from a State System University as part of the 120 credit baccalaureate degree requirements. Specific details are outlined in the attached Exhibits as it relates to the associate and baccalaureate degree pathways and in ensuring the academic standards necessary for awarding of the baccalaureate degree.

- b. *Term of Agreement.* The term of this Agreement shall be five years from the date of execution and will be reviewed annually for accuracy. This Agreement may not exceed a period of five (5) years.
- c. *Termination of Agreement.* Either party may terminate this Agreement for any reason with ninety (90) days' notice. In the event of a substantial breach, either party may terminate this agreement upon the occurrence of the breach by written notice that may be less than 90 days.
- d. *Nondiscrimination.* The parties agree to continue their respective policies of nondiscrimination and related procedures to insure that students enrolled at PennWest are afforded the protections of 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, as well as the provisions of Section 504 of the Rehabilitation Act of 1973 (as amended) and the Americans with Disabilities Act (ADA) of 1990. PHCC agrees to cooperate with the school in its investigation of claims of discrimination or harassment.
- e. *Interpretation of the Agreement.* The laws of the Commonwealth of Pennsylvania shall govern this Agreement.
- f. *Modification of Agreement.* This Agreement shall only be modified in writing with the same formality as the original Agreement.
- g. *Relationship of Parties.* The relationship between the parties to this Agreement to each other is that of independent contractors. The relationship of the parties to this contract to each other shall not be construed to constitute a partnership, joint venture or any other relationship, other than that of independent contractors.
- h. *Liability.* Neither of the parties shall assume any liabilities to each other. As to liability to each other or death to persons, or damages to property, the parties do not waive any defense as a result of entering into this contract. 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 contract. 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.
- i. *Entire Agreement.* This Agreement represents the entire understanding between the parties. No other prior or contemporaneous oral or written understandings or promises exist in regard to this relationship.