



Transfer Articulation Program

GREAT BAY COMMUNITY COLLEGE *and* RIVIER UNIVERSITY

A.S. MARKETING to B.S. MARKETING

Beginning with the 2014-2015 academic year, a graduate of Great Bay Community College, who meets the following requirements and satisfactorily completes the following requirements for admission will be automatically accepted for admission and receive junior-class standing in the Business Division at Rivier University for the Bachelor of Science degree program in Marketing:

- Completes the requirements of the Associate of Science in Marketing major as listed in the current Great Bay Community College catalog, and;
- Receives the Associate of Arts degree with a minimum of a C (2.0) grade point average;
- Submits application for transfer to the Admissions Office at Rivier University;
- Accompanies application for transfer admission with a \$25 non-refundable fee;
- Indicates Transfer Articulation Program on the transfer application;
- Submits a complete official transcript from Great Bay Community College.

Students who transfer through the Transfer Articulation Program are generally able to complete their remaining requirements for the baccalaureate degree in two years of full-time study or less, depending upon the number of transfer credits accepted. Part-time studies may require more time for degree completion. Rivier University will accept up to 90 credits of transfer credits. Advising material is included with this agreement and early academic advising is strongly recommended.

Transfer students who have received a grade of C or better in a writing course equivalent to ENG 115 or 120 will be awarded transfer credit for the course, if this credit was earned within a period of no more than five years prior to matriculation at Rivier University; in all other cases, entrance requirements for all students may include submission of a Writing Sample. Course placement (whether fulfilling the ENG 115, ENG 120, ENG 102 requirement, and/or a general elective) will be determined individually upon completion of the Writing Sample and recommendations submitted by department faculty.

This agreement, effective 2014-2015 academic year, will be ongoing. This agreement is subject to catalog and/or program revisions at both institutions; however, this agreement will continue to apply to students who transfer from the above mentioned program within one year of the termination of this agreement.



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GREAT BAY COMMUNITY COLLEGE	CREDITS	RIVIER UNIVERSITY	CREDITS
MAJOR REQUIREMENTS			
BUS155: RETAILING MANAGEMENT	3	BUS 175: PRINCIPLES OF MANAGEMENT	3
BUS210: ORGANIZATIONAL COMMUNICATIONS	3	BUS 180: BUSINESS COMMUNICATION	3
CIS156: COMPUTER APPLICATIONS IN BUSINESS	3	BUS 190: MICROCOMPUTER SPREADSHEET APPLICATIONS	3
MKTG125: PRINCIPLES OF MARKETING	3	BUS 215: PRINCIPLES OF MARKETING	3
ACCT113: ACCOUNTING & FINANCIAL REPORTING I	3	BUS 220: FINANCIAL ACCOUNTING	3
ECON234: MACROECONOMICS	3	BUS 224: MACROECONOMICS	3
ECON235: MICROECONOMICS	3	BUS 225: MICROECONOMICS	3
BUS211: BUSINESS LAW	3	BUS 295: BUSINESS LAW	3
NO EQUIVALENT	-	BUS 309: MANAGERIAL ACCOUNTING	3
NO EQUIVALENT	-	BUS 319: MANAGERIAL FINANCE	3
NO EQUIVALENT	-	BUS 449: SENIOR BUSINESS SEMINAR	3
NO EQUIVALENT	-	BUS 479: STRATEGIC MANAGEMENT	3
MATH225: PROBABILITY & STATISTICS	4	MA110: INTRODUCTORY STATISTICS	3
RELATED MARKETING REQUIREMENTS			
MKTG210: ADVERTISING	3	BUS 229: CONTEMPORARY ADVERTISING MANAGEMENT	3
MKTG205: CONSUMER BEHAVIOR	3	BUS 323: CONSUMER BUYING BEHAVIOR	3
NO EQUIVALENT	-	BUS 327: MARKETING RESEARCH	3
NO EQUIVALENT	-	BUS 342: SPORTS/ENTERTAINMENT MARKETING	3
RELATED BUSINESS ELECTIVES			
ACCT123: ACCOUNTING & FINANCIAL REPORTING II	3	BUS ELECTIVE	3
NO EQUIVALENT	-	BUS 495: INTERNSHIP or BUS ELECTIVE	3
COMMON CORE COURSES			
ENGL110: COLLEGE COMPOSITION I	4	ENG 115: EXPOSITIONS & ARGUMENTS	3
MKTH224: SALES & SALES MANAGEMENT	3	REL 115: GOD & THE CREATED ORDER	3
SCIENCE ELECTIVE	3-4	BIO 112: STEWARDS OF THE LIVING WORLD	3
FYE101/103: FIRST YEAR SEMINAR	1-3	LNS 108: STUDENT SUCCESS I	1
		LNS 109: STUDENT SUCCESS II	1
MKTG205: INTERNATIONAL MARKETING(W/T)	3	HUM 200 LEVEL	3
NO EQUIVALENT	-	HIS 203/204: THE WEST IN THE WORLD I/II	3
NO EQUIVALENT	-	SL 100: SERVICE LEARNING	1
NO EQUIVALENT	-	PHILOSOPHY	3
NO EQUIVALENT	-	RELIGION	3
BUS282: CAPSTONE RESEARCH	3	JYS	3
ENGL210: ORAL COMMUNICATIONS	3	HUMANITIES (ART, ENGLISH, HISTORY, MODERN LANGUAGE, PHILOSOPHY, OR RELIGIOUS STUDIES)	3
NO EQUIVALENT	-	SOCIAL SCIENCES (ECONOMICS, GEOGRAPHY, POLITICAL SCIENCE, PSYCHOLOGY, OR SOCIOLOGY)	3
MATH145 OR HIGHER	4	MA 112 OR ABOVE	3
FOREIGN LANGUAGE/HUMANITIES/FINE ARTS	3	MODERN LANGUAGE	3
NO EQUIVALENT	-	MODERN LANGUAGE	3
DMT142: PUBLICATION DESIGN	4	NATURAL SCIENCE (COMPUTER SCIENCE, MATH, BIOLOGY, CHEMISTRY, OR PHYSICS)	3
GENERAL ELECTIVES (OR MINOR)			
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
TOTAL CREDITS	68-71	TOTAL MINIMUM CREDITS	120-121