



**Transfer Articulation Program**  
**NASHUA COMMUNITY COLLEGE *and* RIVIER UNIVERSITY**  
**A.S. BUSINESS ADMINISTRATION: MARKETING to**  
**B.S. MARKETING**

Beginning with the 2025-2026 academic year, a graduate of Nashua 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 Business Administration: Marketing major as listed in the current Nashua 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 Nashua 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.

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This agreement, effective 2025-2026 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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NASHUA COMMUNITY COLLEGE	CREDITS	RIVIER UNIVERSITY	CREDITS
<b>MAJOR REQUIREMENTS</b>			
NO EQUIVALENT	-	BUSS 175: PRINCIPLES OF MANAGEMENT	3
BUS215N: INTEGRATED MARKETING COMMUNICATIONS	3	BUSS 180: BUSINESS COMMUNICATION	3
BCPT119N: SOFTWARE APPLICATIONS	3	BUSS 193: OFFICE APPLICATIONS	3
BUS104N: PRINCIPLES OF MARKETING	3	BUSS 215: PRINCIPLES OF MARKETING	3
ACCT101N: FINANCIAL ACCOUNTING I	4	BUSS 220: FINANCIAL ACCOUNTING	3
NO EQUIVALENT	-	BUSS 224: PRINCIPLES OF MACROECONOMICS	3
ECON201N: MICROECONOMICS	3	BUSS 225: MICROECONOMICS	3
BUS240N: BUSINESS LAW	3	BUSS 295: BUSINESS LAW	3
NO EQUIVALENT	-	BUSS 309: MANAGERIAL ACCOUNTING	3
NO EQUIVALENT	-	BUSS 319: MANAGERIAL FINANCE	3
NO EQUIVALENT	-	BUSS 449: BUSINESS SEMINAR & BEYOND	3
NO EQUIVALENT	-	BUSS 479: STRATEGIC MANAGEMENT	3
MATH106N: STATISTICS I	4	MATH 110: INTRODUCTORY STATISTICS	3
		BUSS 495: INTERNSHIP	
<b>RELATED MARKETING REQUIREMENTS</b>			
BUS213N: PRINCIPLES OF ADVERTISING	3	BUSS 229: ADVERTISING MANAGEMENT & PROMOTIONS	3
NO EQUIVALENT	-	BUSS 327: MARKETING RESEARCH	3
	-	CHOOSE 3 OF THE FOLLOWING	3
NO EQUIVALENT		BUSS 214: INTERNSHIP SEMINAR	3
NO EQUIVALENT		BUSS 226: PRINCIPLES OF PROJECT MANAGEMENT	3
BUS207N: SALES	3	BUSS 328: PROFESSIONAL SELLING & SALES MANAGEMENT	3
NO EQUIVALENT		BUSS 335: DIGITAL MEDIA: MARKET TRENDS & OPPORTUNITIES	3
NO EQUIVALENT	-	BUSS 342: SPORTS/ENTERTAINMENT MARKETING	3
<b>RELATED BUSINESS ELECTIVES</b>			
NO EQUIVALENT	-	BUS ELECTIVE	3
NO EQUIVALENT	-	BUS 495: INTERNSHIP or BUS ELECTIVE	3
<b>COMMON CORE COURSES</b>			
ENGL101N: COLLEGE COMPOSITION	4	ENGL 115: EXPOSITIONS & ARGUMENTS	3
NO EQUIVALENT	-	RELS 115: GOD & THE CREATED ORDER	3
NO EQUIVALENT	-	BIOL 112: STEWARDS OF THE LIVING WORLD	3
NO EQUIVALENT	1	SSCC 108: STUDENT SUCCESS I	1
NO EQUIVALENT	3	SSCC 109: STUDENT SUCCESS II	1
ENGL109N: PUBLIC SPEAKING OR ENGL103N: PROFESSIONAL WRITING & PRESENTATIONS	3	HUMA 200 LEVEL	3
NO EQUIVALENT	-	HIST 203/204: THE WEST IN THE WORLD I/II	3
NO EQUIVALENT	-	SERV 100: SERVICE LEARNING	1
NO EQUIVALENT	-	PHILOSOPHY	3
NO EQUIVALENT	-	RELIGION	3
NO EQUIVALENT	-	JYS	3
NO EQUIVALENT	-	HUMANITIES (ART, ENGLISH, HISTORY, MODERN LANGUAGE, PHILOSOPHY, OR RELIGIOUS STUDIES)	3
SOCI101N: INTRODUCTION TO SOCIOLOGY	3	SOCIAL SCIENCES (ECONOMICS, GEOGRAPHY, POLITICAL SCIENCE, PSYCHOLOGY, OR SOCIOLOGY)	3
NO EQUIVALENT	-	MATH 112 OR ABOVE	3
NO EQUIVALENT	-	MODERN LANGUAGE	3
NO EQUIVALENT	-	MODERN LANGUAGE	3
NO EQUIVALENT	3	NATURAL SCIENCE (COMPUTER SCIENCE, MATH, BIOLOGY, CHEMISTRY, OR PHYSICS)	3
<b>GENERAL ELECTIVES (OR MINOR)</b>			
BUS101N: INTRODUCTION TO BUSINESS	3	GENERAL ELECTIVE	3
BUS206N: CONSUMER BEHAVIOR	3	GENERAL ELECTIVE	3
BUS215N: INTEGRATED MARKETING COMMUNICATIONS	3	GENERAL ELECTIVE	3



BUS210N: MARKETING STRATEGIES: A CAPSTONE COURSE	3	GENERAL ELECTIVE	3
BUS294N: MARKETING INTERNSHIP OR ELECTIVE	3	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
<b>TOTAL CREDITS</b>	<b>61</b>	<b>TOTAL MINIMUM CREDITS</b>	<b>120-121</b>

(W/T)= WAIVER TRANSFER



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**SIGNATURE PAGE**

**RIVIER UNIVERSITY**

Paula J. Williams 6/5/25  
Paula Williams, Ed.D, C.A.G.S., M.S., B.S. N.D. RN  
Vice President for Academic Affairs and  
Dean of the Division of Nursing and Health Professions  
Date

Amir Toosi 5/29/25  
Amir Toosi, D.B.A., MBA, B.S.  
Dean of Business and Security Studies,  
Assistant Professor of Business  
Date

James A. DeProffio 5/27/2025  
James A. DeProffio, M.Ed.  
Assistant Professor & Director of  
Undergraduate Business Programs  
Date

**NASHUA COMMUNITY COLLEGE**

Kimberly Eckenrode 5.5.25  
Kimberly Eckenrode  
Professor and Department Chair Business Studies  
Date

Jill Loveless 5-5-2025  
Dr. Jill Loveless  
Interim Vice President of Academic Affairs  
Date

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Date