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.

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.

Rivier UNIVERSITY

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NASHUA COMMUNITY COLLEGE	CREDITS	RIVIER UNIVERSITY	CREDITS
		MAJOR REQUIREMENTS	
NO EQUIVALENT	-	BUSS 175: PRINCIPLES OF MANAGEMENT	3
NO EQUIVALENT	-	BUSS 180: BUSINESS COMMUNICATION	3
BCPT 119N: SOFTWARE APPLICATIONS	3	BUSS 193: OFFICE APPLICATIONS	3
BUS 104N: PRINCIPLES OF MARKETING	3	BUSS 215: PRINCIPLES OF MARKETING	3
ACCT 101N: FINANCIAL ACCOUNTING I	4	BUSS 220: FINANCIAL ACCOUNTING	3
NO EQUIVALENT	-	BUSS 224: PRINCIPLES OF MACROECONOMICS	3
ECON 201N: MICROECONOMICS	3	BUSS 225: MICROECONOMICS	3
BUS 240N: 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
MATH 106N: STATISTICS I: AN INTRODUCTION TO STATISTICAL REASONING	4	MATH 110: INTRODUCTORY STATISTICS OR BUSS 351: APPLIED STATISTICS	3
		BUSS 495: INTERNSHIP	3
		RELATED MARKETING REQUIREMENTS	
BUS 213N: PRINCIPLES OF ADVERTISING	3	BUSS 229: ADVERTISING MANAGEMENT & PROMOTIONS	3
NO EQUIVALENT	-	BUSS 327: MARKETING RESEARCH	3
	-	**CHOOSE 3 OF THE FOLLOWING**	
NO EQUIVALENT		BUSS 214: INTERNSHIP SEMINAR	3
NO EQUIVALENT		BUSS 226: PRINCIPLES OF PROJECT MANAGEMENT	3
BUS 207N: 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
NO EQUIVALENT	-	BUS 495: INTERNSHIP **or** BUS ELECTIVE	3
		COMMON CORE COURSES	
ENGL 101N: 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	-	SSCC 108: STUDENT SUCCESS I	1
NO EQUIVALENT	-	SSCC 109: STUDENT SUCCESS II	1
ENGL 109N: PUBLIC SPEAKING **OR** ENGL 103N: 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
BEHAVIORAL SOCIAL SCIENCE ELECTIVE	3	HUMANITIES (ART, ENGLISH, HISTORY, MODERN LANGUAGE, PHILOSOPHY, OR RELIGIOUS STUDIES)	3
SOCI 101N: INTRODUCTION TO SOCIOLOGY	3	SOCIAL SCIENCES (ECONOMICS, GEOGRAPHY, POLITICAL SCIENCE, PSYCHOLOGY, OR SOCIOLOGY)	3
NO EQUIVALENT	-	MATH 112 OR ABOVE	3
HUMMANITIES/FINE ARTS/WORLD LANGUAGE/ELECTIVE	3	MODERN LANGUAGE	3
NO EQUIVALENT	-	MODERN LANGUAGE	3
NATURAL OR PHYSICAL SCIENCE ELECTIVE WITH LAB	4	NATURAL SCIENCE (COMPUTER SCIENCE, MATH, BIOLOGY, CHEMISTRY, OR PHYSICS)	3
		GENERAL ELECTIVES (OR MINOR)	
BUS 101N: INTRODUCTION TO BUSINESS	3	GENERAL ELECTIVE	3
BUS 206N: CONSUMER BEHAVIOR	3	GENERAL ELECTIVE	3
BUS 215N: INTEGRATED MARKETING COMMUNICATIONS	3	GENERAL ELECTIVE	3

BUS 210N: MARKETING STRATEGIES: A CAPSTONE COURSE	3	GENERAL ELECTIVE	3
BUS 294N: MARKETING INTERNSHIP OR ELECTIVE	3	GENERAL ELECTIVE	3
NO EQUIVALENT	-	GENERAL ELECTIVE	3
TOTAL CREDITS	**61**	**TOTAL MINIMUM CREDITS**	**120**

(W/T)= WAIVER TRANSFER

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SIGNATURE PAGE

RIVIER UNIVERSITY

Paula Williams, Ed.D, C.A.G.S., M.S., R.N. Date
Vice President for Academic Affairs and
Dean of the Division of Nursing and Health Professions

2.27.26
Amir Toosi, D.B.A. Date
Dean of Business and Security Studies

NASHUA COMMUNITY COLLEGE

3.3.26
Barry Garside, Ed.D. Date
Vice President of Academic and Student Affairs

3.3.26
Kimberly Eckenrode Date
Professor and Department Chair Business Studies