

**ACADEMIC PROGRAM ARTICULATION AGREEMENT BETWEEN
COMMUNITY COLLEGE OF BALTIMORE COUNTY AND
STEVENSON UNIVERSITY REGARDING TRANSFER FROM THE ASSOCIATE OF ARTS IN
COMMUNICATION AND MEDIA STUDIES TO
BACHELORS OF SCIENCE IN BUSINESS COMMUNICATION**

This Academic Program Articulation Agreement (“Agreement”) is entered into by and between **Community College of Baltimore County** (the “Sending Institution”) and **Stevenson University** the “Receiving Institution”) (collectively, the “Institutions”) to facilitate the transfer of academic credits from **A.A. in Communication and Media Studies** for the completion of the **B.S. in Business Communication** (the “Program(s)”).

A. Qualifying Students

This Agreement pertains to the transfer of “Qualifying Students”, *i.e.*, those students who:

1. Have successfully completed the program at the Sending Institution;
2. Are enrolled in the Sending Institution, in good standing; and
3. Are accepted for admission to the Receiving Institution

B. Responsibilities of the Institutions

The Institutions agree to implement the transfer of Qualifying Students in accordance with applicable law and the following requirements and protocols:

1. A Qualifying Student may transfer into from the Transferring Institution into the Receiving Institution for the completion of the Program.
2. Courses that the Receiving School will accept credits for towards completion of the Program include:

Transfer Plan

**Community College of Baltimore County Associate of Associate of Arts in
Communication and Media Studies to Stevenson University’s Bachelor of Science in
Business Communication**

This transfer plan is intended for students pursuing an **Associate of Arts in Communication and Media Studies** at Community College of Baltimore County who are interested in pursuing a Bachelor of Science in Business Communication at Stevenson University. The equivalencies below demonstrate how a student can meet both the requirements of the associate degree and prepare for a seamless transfer to Stevenson University. Please note:

- Only courses that have course equivalencies are displayed. This guide does not show all transferable courses from this college.
- Transfer plans are intended to be used as planning tools. If you need additional assistance in

selecting courses to take prior to transferring to Stevenson University, contact Transfer Admissions at 1-877-468-6852 or admissions@stevenson.edu.

Course by Course Equivalency (SU Catalog, 2020-2021; CCBC Catalog, 2020-2021)

	Community College of Baltimore County	Stevenson University Equivalency	Category	Credits Transferred
Program Requirements				
Concentration Required Course 1:	CMNS 205: Business and Professional Communication	CM 260: Business and Professional Communication	Program Elective (CM)	3
Concentration Required Course 2:	CMNS 252: Intercultural Communication	CM 211: Intercultural Communication	Program Requirement (CM)	3
Concentration Required Course 3:	MCOM 112: Introduction to Applied Advertising and Public Relations	CM 275: Principles and Practices of Public Relations	Program Elective (CM)	3
Concentration Required Course 4:	MCOM 151: Introduction to Journalism	CM 253: Journalism I	Program Req (Writing Core)	3
Two-Semester Sequence (class 1):	CMNS 250: Interpersonal Communication	CM 115: Interpersonal Communication	General Elective	3
Two-Semester Sequence (class 2):	CMNS 251: Small Group Communication	CM 255: Small Group Communication	Program Requirement (CM)	3
Critical Thinking	SU Recommends: PHIL 240: Ethics	CM 205: Communication Ethics	Program Requirement (CM)	3
Program Electives (3-5 credits to attain 60 credits for the degree):				
	SU Recommends: <ul style="list-style-type: none"> • MCOM 152: Newspaper and Online Journalism Or choose from: <ul style="list-style-type: none"> • CMNS 133/THTR 133: Voice and Diction • CMNS 203: Advanced Public Speaking 	CM 254: Journalism II	Program Requirement (Writing Core)	3

	Community College of Baltimore County	Stevenson University Equivalency	Category	Credits Transferred
	<ul style="list-style-type: none"> • MCOM 271, or 272, or 273: Internship in Communications (1-3 credits) • HIST 150/ MCOM 150: Movies: History & Art • MCOM 115: Digital & Social Media Marketing • MCOM 135: Acting for the Camera • MCOM 149: Television and Radio Announcing 			
General Education Requirements¹				
English Composition and Literature	ENGL 101: College Composition I**	ENG 151: College Writing I		3
English Composition and Literature	ENGL 102: College Composition II**	ENG 152: College Writing II		3
Arts and Humanities	CMNS 101: Fundamentals of Communication**	CM 120: Human Communication	General Elective	3
Additional Arts and Humanities	MCOM 111: Introduction to Mass Media**	CM 235: Media and Society	General Elective	3
Biological and Physical Sciences	General Education Biological and Physical Sciences Course with Lab	Science and Mathematics Requirement		4
Additional Biological and Physical Sciences	An additional General Education Biological and Physical Sciences Course	Science and Mathematics Requirement		3-4
Information Technology	SU Recommends: ARTD 109: Introduction to Interactive Media	GDES 125: Fundamentals of Digital Media	Program Requirement (Design)	3
Wellness and Health	HLTH 101: Health and Wellness**	General Elective		3

¹One general education course must fulfill the diversity course requirement

	Community College of Baltimore County	Stevenson University Equivalency	Category	Credits Transferred
Mathematics	General Education Math Course			3-4
Social and Behavioral Sciences	Social and Behavioral Science General Education Course	Social Science Requirement		3
Additional Social and Behavioral Sciences	An additional Social and Behavioral Science General Education Course	Social Science Requirement		3
Total	60-62 credits			60 credits are required for an AA degree

** General Education Requirements mandated by CCBC Area of Concentration

Remaining Courses to be taken at Stevenson

Students who complete the plan above (including recommended courses) and earn the A.A. in Communication and Media Studies will take the following courses at Stevenson to meet the B.S. requirements. Students who transfer before completing the A.A. may have more general education and program requirements to take and fewer free electives.

General Education (0 credits)

Program Requirements (Business Communication – 68 credits total, 43 credits remaining)

Communication Core Required Courses (19 Credits)

- CM 101: Public Speaking (3 credits)
- CM 270: New Media Communication (3 credits)
- CM 290: Internship Preparation (1 credit)
- CM 310: Conflict Resolution and Negotiation (3 credits)
- CM 390: Organizational Communication (3 credits)
- CM 401: Internship (Variable credits – minimum of 3)
- CM 490: Communication Capstone (3 credits)

Business Core Required Courses (12 Credits)

- MGT 204: Principles of Management (3 credits)
- MKT 206: Principles of Marketing (3 credits)
- MKT 311: Consumer Behavior (3 credits)
- MKT 336: Integrated Marketing Communication (3 credits)

Design Core Required Courses (6 Credits)

- GDES 270: Introduction to Corporate Communication Design (3 credits)
- PHOTO 141: Basic Digital Photography (3 credits)

Technology Core Requirements (3 credits) Choose 1 course:

- ENG 256: Introduction to Digital Publishing
- GDES 208: Web Design I

- IS 135: MS Office Applications
- IS 260: Presentation Theory and Application

Writing Core Options (3 credits) Choose 1 course:

- CM 303/ENG 303: Feature Writing
- CM 304/ENG 304: Magazine Writing and Publishing
- CM 305/ENG 305: Journalism Practicum
- CM 314/ENG 314: Public Relations Writing
- CM 323: Writing for the Web
- ENG 224: Introduction to Creative Writing
- ENG 324: Creative Writing: Non-Fiction

Electives (15-17) credits**Total credits to be taken at Stevenson: 58-60****3. Additional Provisions**

- Courses that fulfill program requirements are only eligible for transfer if students have earned a grade of “C” or better. Courses used to fulfill only general education requirements are eligible for transfer if students have earned a grade of “D” or better.
- Students must have a 2.5 cumulative grade point average at time of application.
- Stevenson participates in general education block transfer. Students entering Stevenson with an A.A., A.S., or A.A.T. degree from a Maryland community college will have met all of Stevenson’s general education requirements, with the exception of a second composition course if not already taken. The equivalencies above detail the coursework students would take under the block transfer program. Not all programs are eligible for block transfer.
- Stevenson University will accept up to 70 credits from 2-year institutions. Up to 90 credits can be applied to degree requirements from a combination of 2-year institutions, 4-year institutions, and non-direct classroom instruction (including CLEP, AP, and other nationally recognized standardized examination scores). For additional information about credit transfer, please see: <http://www.stevenson.edu/admissions-aid/getting-started/transfer-students/transfer-credit-evaluation/>
- For non-direct classroom instruction, an appropriate score is determined by Stevenson University, and student must submit original test scores/results to Stevenson University. Tech Prep credits will not transfer. Credit awarded for prior learning (“life experience”) is not recognized by, and is not transferable to, Stevenson University.
- Students intending to transfer should complete the admission application for Stevenson University once they complete 45 credits of the Associate Degree program. Students should contact the Financial Aid Office at Stevenson University as soon as possible in regard to college deadlines for financial aid. Students who have completed an associate degree at a Maryland community college are guaranteed admissions to Stevenson.

4. Oversight of Agreement

The Receiving Institution shall designate, and shall provide to the Sending Institution, the contact information for a staff person at the Receiving Institution who is responsible for the oversight of the transfer of Qualifying Students. The Sending Institution shall designate, and shall provide to the Receiving Institution, the contact information for a staff person at the Sending Institution who is responsible for the oversight of the transfer of Qualifying Students.

Oversite of Records	Sending Institution	Receiving Institution
Name of staff person responsible for oversight	Deb Baker	Dave Copenhaver
Title of staff person	Assistant Registrar	Assistant Director of Transfer Admissions
Email address	dbaker@ccbcmd.edu	wcopenhaver@stevenson.edu
Telephone Number	443-840-4647	443-352-4409

Should the staff person or position change, the institution will promptly provide new contact information to the partner institution and inform the Maryland Higher Education Commission of the change.

Additional contact information:

Articulation Agreement Contact	Sending Institution	Receiving Institution
Name of person	Nicole Zampino	Amanda Hostalka
Title of person	Coordinator of Transfer and Degree Acceleration	Vice Provost, Outreach
Email address	nzampino@ccbcmd.edu	ahostalka@stevenson.edu
Telephone Number	443-840-4647	443-334-9549

5. If the Qualifying Student is using federal Title 38 VA Education Benefits (GI Bill® Education Benefits), the Institutions shall adhere to all applicable U.S. Department of Veterans Affairs' regulations, including the regulations governing the awarding prior credit, as regulated under Title 38, Code of Federal Regulations, Sections 21.4253(d)(3) and 21.4254(c)(4). For scholarship information please see the "Paying for College" page on: <http://www.stevenson.edu/transfer>
6. Each Institution shall adhere to all applicable transfer requirements set forth in the Annotated Code of Maryland and the Code of Maryland Regulations.
7. Each Institution shall advise students regarding transfer opportunities under this Agreement, and shall advise students of financial aid opportunities and implications associated with the transfer. Should either Institution make changes to program requirements, the institution will inform the partner institution immediately. The articulation agreement should be updated to reflect the changes and forwarded to the Maryland Higher Education Commission.

C. Term and Termination

1. This agreement shall be effective on the date that it is signed by the appropriate and authorized representatives of each Institution.
2. Either Institution may, at its sole discretion, terminate this Agreement upon delivering 60 days written notice to the other Institution and the Maryland Higher Education Commission.
3. Both Institutions agree to meet once every 2 year(s) to review the terms of this agreement.

D. Amendment

1. This Agreement constitutes the entire understanding and agreement of the Institutions with respect to their rights and obligations in carrying out the terms of the Agreement, and supersedes any prior or contemporaneous agreements or understandings.
2. This Agreement may be modified only by written amendment executed by both Institutions.

E. Governing Law

This Agreement shall be governed by, and construed in accordance with, the laws of the State of Maryland.

F. Counterparts

This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

G. Notice of Agreement

1. The Institutions agree to provide a copy of this Agreement, with any amendments, to the Maryland Higher Education Commission.
2. The Institutions agree to provide copies of this Agreement to all relevant individuals and departments of the Institutions, including but not limited to students, academic department chairs participating in the transfer, offices of the president, registrar's offices, and financial aid offices.

H. No Third-Party Beneficiaries

There are no third-party beneficiaries to this Agreement.

I. Representations and Warranties of the Parties

Both Institutions represent and warrant that the following shall be true and correct as of the Effective Date of this Agreement, and shall continue to be true and correct during the term of this Agreement:

1. The Institutions are and shall remain in compliance with all applicable federal, state, and local statutes, laws, ordinances, and regulations relating to this Agreement, as amended from time to time.
2. Each Institution has taken all action necessary for the approval and execution of this Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives.

<p>Community College of Baltimore County</p> <p>By: <u>Joaquin G. Martinez</u> <small>(Joaquin G. Martinez (10/28/2019 4:02:10 PM) (EDT))</small></p> <p>Joaquin G. Martinez, Ph.D Provost & Vice President of Instruction 07/28/2020</p> <p>Date</p>	<p>Stevenson University</p> <p>By: <u>Susan T. Gorman</u> <small>(Susan T. Gorman (10/22/2020 11:13:13 EDT))</small></p> <p>Susan T. Gorman, Ph.D EVPAA & Provost 07/22/2020</p> <p>Date</p>

Date of next review (2 years from date of last signature):