

**PROGRAM TO PROGRAM ARTICULATION AGREEMENT****Agreement with Respect to Applying the  
Associate of Applied Sciences Degree Program in  
Business – Business and Technology**

Towards the  
**Advertising Major  
Bachelor of Science Degree  
Bachelor of Arts Degree**

Between  
Western Dakota Technical College  
and  
South Dakota State University

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**I. Parties**

The parties to this agreement are Western Dakota Technical College (WDT) and South Dakota State University (SDSU).

**II. Purpose**

The purpose of this agreement is to:

- A. have a signed articulation agreement that addresses the varying needs of students and complementary nature of the institution's programs;
- B. provide increased educational opportunities for students from South Dakota and the region;
- C. extend and clarify educational opportunities for students; and
- D. provide WDT students who have completed the A.A.S. degree in Business – Business and Technology an opportunity to earn a Bachelor of Science or Bachelor of Arts degree with a major in Advertising at SDSU.

**III. Academic Program**

- A. Upon successful completion of the major requirements, as indicated below in III.B, SDSU will accept **48** technical course credits from the A.A.S. degree in Business – Business and Technology. Additional transferable system general education credits may be earned at WDT and may be transferred to SDSU. Students must meet all Board of Regents policies and university graduation requirements in order to receive a degree.
- B. Requirements to be completed at SDSU to earn a Bachelor of Science or a Bachelor of Arts degree with a major in Advertising are outlined below.

The general education coursework to meet South Dakota Regental System's General Education Requirements (SGR) must also be completed as outlined below. This coursework may be taken at WDT if equivalent courses are available. Please note that BOR Policy 2.5 states, "Total transfer credit for work at two-year technical or community college may not exceed one-half of the hours required for completion of the baccalaureate degree at the accepting institution unless an approved program-specific waiver exists." For this program, that number is 60 credits.

System General Education Requirements SGRs (21 credits from classes on the approved lists in the SDSU Bulletin.

1. SGR Goal #1: Written Communication ENGL 101 Composition I and ENGL 201 Composition II (6 credits)
2. SGR Goal #4: Humanities and Arts/Diversity (6 credits in 2 disciplines or a sequence of modern foreign language courses)
3. SGR Goal #5: Mathematics (3 credits)
4. SGR Goal #6: Natural Sciences (6 credits)

College of Arts, Humanities and Social Sciences Degree Requirements (3-9 credits)

**Bachelor of Science Degree (7 credits)**

1. AHSS 111, Introduction to Global Citizenship and Diversity, (3 credits)
2. Natural Sciences Class (4 credits) from the approved list in SDSU Bulletin, taken as needed to earn 10 or more science credits from at least two different disciplines, with a minimum of two lab
3. A minor, second major, teaching specialization: *Satisfied in full by completion of the A.A.S. degree from WDT.*

**Bachelor of Arts Degree (3-9 credits)**

1. AHSS 111 Introduction to Global Citizenship and Diversity (3 credits)
2. Completion of a Modern Foreign Language through the 202 level (0-6 credits)
3. A minor or second major or teaching specialization: *Satisfied in full by completion of the A.A.S. degree from WDT.*

Major Requirements (38 credits)

1. ADV 370 - Advertising Principles (3 credits)
2. ADV 371-371L - Advertising Copy and Layout and Studio (3 credits)
3. ADV 372-372L - Advertising Media Strategies and Lab (3 credits)
4. ADV 442-442L - Integrated Marketing Communication and Campaigns Studio (3 credits)
5. MCOM 119 - Mass Communication Fundamentals (2 credits)
6. MCOM 210-210L - Basic Newswriting and Lab (3 credits)
7. MCOM 220-220L - Introduction to Digital Media and Lab (3 credits)
8. MCOM 270 - Data Analysis in Communication (3 credits)
9. MCOM 331-331L - Video Production and Lab (3 credits)
10. MKTG 370 - Marketing (3 credits)
11. MCOM 394 - Internship or MCOM 494 - Internship (3 credits)
12. MCOM 416- Mass Media in Society or ADV 476 - Global and Multicultural Advertising (3 credits)
13. MCOM 430 - Media Law (3 credits)

Program or General Electives (0-10 credits): if/as needed to reach 120 credit hours total required for graduation.

**Total minimum number of credits at SDSU: 72**

**Total number of technical credits from WDT: 48**

**Total minimum credits required: 120**

Additional Requirements:

1. Students transferring from Western Dakota Technical College must have a cumulative GPA of "C" (2.0 on a 4.0 scale) and no course grade below a "C" (2.0 on a 4.0 scale).
2. At least 33 credits for the bachelor's degree must be upper-division (300 or higher) courses.

**IV. Obligations**

Both parties agree to confer with each other on a yearly basis regarding changes in curricula involved in this articulation agreement.

**V. Modifications**

This agreement may be modified from time to time by the South Dakota Board of Regents and Western Dakota Technical College with approval from the South Dakota Board of Education. Modifications may not diminish the entitlements enjoyed by students who have already attended classes delivered under the terms of earlier versions of the agreement, except in rare instances in which retroactive implementation of modifications may be required to comply with accreditation standards or to conform to professional licensure requirements.

**VI. Effective Date of Agreement**

Start Date of Fall 2019 Terms at WDT and SDSU. The agreement applies to students who graduated from WDT within the 10 years immediately prior to application and admission into SDSU.

**VII. Acceptance of Agreement**

**For South Dakota State University**

 \_\_\_\_\_ Date: 10-7-19  
Dean, College of Arts, Humanities and Social Sciences

 \_\_\_\_\_ Date: 10-7-2019  
Provost and Vice President for Academic Affairs

**For Western Dakota Technical College**

 \_\_\_\_\_ Date: 9-24-19  
President, Western Dakota Technical College

**APPENDIX A****PLAN OF STUDY FOR  
Associate of Applied Science in Business – Business and Technology to enroll in SDSU's  
Bachelor's Degree in Advertising****63 CREDITS AAS DEGREE IN BUSINESS – BUSINESS AND TECHNOLOGY**

- 15 credits in general education
- 48 credits in technical education

**GENERAL EDUCATION REQUIREMENTS 15 Credits**

- CIS 105 Microcomputer Software Applications I (3 credits)
- ECON 202 Principles Of Macroeconomics Online (3 credits)
- MATH 112 Business Mathematics (3 credits)
- PSYC 101 General Psychology (3 credits)
- SPCM 101 Fundamentals Of Speech (3 credits)

**Technical Requirements Total 48 Credits**

- ACCT 120 Principles Of Accounting I (3 credits)
- ACCT 228 Quickbooks Accounting (3 credits)
- BUS 120 Principles Of Marketing (3 credits)
- BUS 140 Business Law (3 credits)
- BUS 141 Written Communications For Business (3 credits)
- BUS 158 Web Design For Business (3 credits)
- BUS 162 Project Management (3 credits)
- BUS 166 Digital Image Design For Business (3 credits)
- BUS 205 Social Media Marketing (3 credits)
- BUS 210 Supervisory Management (3 credits)
- BUS 215 Search Engine Marketing (3 credits)
- BUS 218 Design Essentials (3 credits)
- BUS 224 Personal Finance (3 credits)
- BUS 233 Small Business Entrepreneurship (3 credits)
- BUS 241 Advanced Computer Applications For Business (3 credits)
- BUS 291 Internship (3 credits) Or BUS 228 Personal Investments (3 credits)