

THE CITY COLLEGE OF NEW YORK
ARTICULATION AGREEMENT BETWEEN
BOROUGH OF MANHATTAN COMMUNITY COLLEGE
AND
THE CITY COLLEGE OF NEW YORK

A. SENDING AND RECEIVING INSTITUTIONS

Sending College: Borough of Manhattan Community College (CUNY)

Department: Business Management

Program: Digital Marketing

Degree: Associate of Science

Receiving College: City College of New York (CUNY)

Department: Media & Communication Arts

Program: Advertising and Public Relations

Degree: Bachelor of Arts (Communications)

B. ADMISSION REQUIREMENTS FOR SENIOR COLLEGE PROGRAM

- ☐ The A.S. degree and a minimum GPA of 2.50
- ☐ Successful completion of a 3 credit college-level math course
- ☐ Grade of C or better in freshman composition, its equivalent, or a higher-level English course

Total transfer credits granted toward the baccalaureate degree: 60

Total additional credits required at the senior college to complete baccalaureate degree: 60

Total number of credits required at the senior college to complete baccalaureate degree: 120

C. TRANSFER CREDIT AWADED

Borough of Manhattan Community College (BMCC) graduates who complete the Associate of Science (A.S.) degree in Digital Marketing will receive 60 credits toward the Bachelor of Arts (B.A.) degree in Communications (Advertising and Public Relations Program) at The City College of New York (City College).

Digital Marketing (A.S.)

<u>BMCC</u>		<u>City College of New York</u>		
		To be completed w /H&A advisors		
Common Core	Credits		Credits	Credits Awarded
<i>Required Common Core</i>				
English Composition	6	Pathways exemption A.S degree	6	6
Mathematical & Quantitative Reasoning	3	Pathways exemption A.S degree	3	3
Life & Physical Sciences	3	Pathways exemption A.S degree	3	3
<i>Total Required Common Core</i>	12	Pathways exemption A.S degree	12	12
<i>Flexible Core</i>				
Creative Expression	6	Pathways exemption A.S degree	3	
World Culture & Global Issues	3	Pathways exemption A.S degree	6	
U.S. Experience in Its Diversity	3	Pathways exemption A.S degree	3	
Individual & Society	3	Pathways exemption A.S degree	3	
Scientific World	3	Pathways exemption A.S degree	3	
		College Option	6	
<i>Total Flexible Core</i>	18		24	
<i>Total Common Core</i>	30		36	
Curriculum Requirements				
BUS 104 – Introduction to Business	3	Eco 99902	0	0
MMP 240 – Basic Web Design	3	Art 39540		

MAR 100 - Introduction to Marketing	3	Eco 99902	0	0
MAR 330 Marketing Research & Analytics	3	MCA 360 Marketing Research	3	3
MAR 340 Digital Marketing & Analytics	3	MCA 31122 Digital Marketing	3	3

<i>Program Electives - Select 3 courses from</i>	8-9			
COM 245 – Mass Media	3	MCA 101 Intro to Media Studies	3	3
MAR 210 – Consumer Motivation	3	No CCNY equivalent?	0	0
MAR 220 – Introduction to Advertising	3	MCA 210 Introduction to Advertising	3	3
MAR 230 – Introduction to PR	3	MCA 209 Introduction to Public Relations	3	3
BUS 150 – Business Communications	3	No CCNY equivalent?	0	0
CIS 200 – Introduction Systems and Technologies	3	No CCNY equivalent?	0	0
BUS 110 – Business Law	3	No CCNY equivalent?	0	0
CED 361 Internship	2	Will not transfer as Ad PR Elective	0	0
<i>General Electives</i>	6-7		3	3
<i>Total Curriculum Credits</i>	30			
<i>Total Program Credits</i>	60		12	12

D. SUMMARY OF TRANSFER CREDITS FROM BMCC AND CREDITS TO BE COMPLETED AT CITY COLLEGE

BS in Advertising & Public Relations	Total Credits for the Baccalaureate	Transfer Credits from BMCC	Credits to Complete at City College
General Education Requirements	36	30	6
Prerequisites for Admissions to Program	3	3	0
Majors Requirements	36	12	24
Electives	45	15	30
Total	120	60	60

E. SENIOR COLLEGE UPPER DIVISION COURSES REMAINING FOR BACCALAUREATE DEGREE

The following courses will be required to take at City College after completing the A.S. in Digital Marketing in order to earn the B.A. in Communications.
Advertising and Public Relations.

General Education	
College Option	6
Ad/PR Major Requirements	
MCA 35000 Corporate Communications	3
MCA 36200 Public Relations Writing	4
MCA 36300 Advertising Copywriting	4
MCA 37500 Advertising Management	3
MCA 37600 Advertising Planning	3
MCA 40100 Ethics and Values in Communications	3
MCA 46800 Advertising & Public Relations Workshop	4
<i>Total Major Requirements</i>	24
Free Electives	

<i>Total Free Electives</i>	30
<i>Total Credits Required at City College</i>	60
<i>Total Credits Transferred from BMCC</i>	60
<i>Total Credits Required to Earn Baccalaureate Degree</i>	120

F. ARTICULATION AGREEMENT FOLLOW-UP PROCEDURES

1. Procedures for reviewing, updating, modifying or terminating agreement:
When either of the degree programs involved in this agreement undergoes a change, the agreement will be reviewed and revised by faculty from each institution's respective departments, selected by their Chairpersons and/or program directors.
2. **BMCC students must apply to the Advertising/PR Program for the fall or spring semesters prior to the one they plan to attend CCNY by the program deadline (posted on the Ad/PR website) in addition to filing a general CCNY application. The Ad/PR application, which can be downloaded from the Advertising/PR website, requires students to meet the following criteria for admissions consideration at the time of program entry:**
 - a. **Completion of BMCC A.S. degree in Digital Marketing.**
 - b. **Minimum GPA of 2.5.**
 - c. **Completion of MCA 101 Mass Media Studies or equivalent with grade of at least B-.**
 - d. **250-word essay on interest in Ad/PR program.**
 - e. **Transcript of all higher education colleges attended.**
 - f. **Graded college essay.**
 - g. **Letter of recommendation from BMCC major academic advisor.**
3. **The Advertising/PR program reserves the right to limit the number of BMCC applicant acceptances based on available faculty to teach required courses in the Ad PR program and appropriate program administrative support to oversee admissions process and advising/registration.**
 4. Procedures for evaluating agreement, i.e., tracking the number of students who transfer under the articulation agreement and their success:
Each semester City College will provide BMCC with the following information: a) the number of BMCC students who applied to the program; b) the number of BMCC students who were accepted into the program; c) the number of BMCC students who enrolled and; d) the aggregate GPA of these enrolled students.
 5. Sending and receiving college procedures for publicizing agreement, e.g., college catalogs, transfer advisers, websites, etc.:
This articulation agreement will be publicized on the BMCC website and the City College website. Transfer advisors at BMCC will promote this agreement to eligible students.

- 6. Notice of Cancellation:** Either party may independently cancel this agreement by notifying the other party no less than one academic year before the intended date of cancellation.

Effective Date: Spring 2017

Borough of Manhattan Community College

The City College of New York

Dr. Karrin Wilks
Provost & Senior Vice President

Dr. Mary E. Driscoll
Interim Provost & Senior Vice President

Dr. Mahatapa Palit	Date	Prof. Ed Keller
Chairperson – Business Management Department – Ad PR Program Director		

Prof. Ed Keller	Date
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