

PROGRAM TO PROGRAM ARTICULATION AGREEMENT

Agreement with Respect to Applying the
MARKETING/MANAGEMENT/SALES
Associate of Applied Sciences Degree Program
Towards the
MARKETING MAJOR
Bachelor of Business Administration Degree Program

Between
LAKE AREA TECHNICAL INSTITUTE
and
DAKOTA STATE UNIVERSITY

I. Parties

The parties to this agreement are Lake Area Technical Institute (LATI) and Dakota State University (DSU).

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 institutions' programs;
- B. provide increased educational opportunities for students from South Dakota and the region;
- C. extend and clarify educational opportunities for students;
- D. provide LATI students who have completed the A.A.S. degree in Marketing/Management/Sales an opportunity to earn a Bachelor of Business Administration degree with a major in Marketing.

III. Academic Program

- A. Upon successful completion of the major requirements specified in III.B below, Dakota State University will accept 17 technical course credits from the A.A.S. degree in Marketing/Management/Sales for students majoring in Marketing. Students must successfully complete the A.A.S. degree in Marketing/Management/Sales from LATI prior to transferring to Dakota State University for the technical course credits to be accepted. General Education coursework is in addition to the 17 technical course credits. Students must meet all Board of Regents policies and university graduation requirements in order to receive a degree.

- B. Requirements to be completed at Dakota State University to earn a Bachelor of Business Administration degree with a major in Marketing are outlined below.

Major requirements: 48 credits

- BADM 220 Business Statistics (3 credits)
- BADM 310 Business Finance (3 credits)
- BADM 321 Business Statistics II (3 credits)
- BADM 350 Legal Environment of Business (3 credits)
- BADM 360 Organization and Management (3 credits)
- BADM 370 Marketing (3 credits)
- BADM 405 International Trade and Finance (3 credits)
- BADM 425 Production and Operations Management (3 credits)
- BADM 482 Business Policy and Strategy (3 credits)
- BADM 475 Consumer Behavior (3 credits)
- BADM 481 Promotional Management (3 credits)
- BADM 474 Personal Selling (3 credits)
- BADM 476 Marketing Research (3 credits)
- ACCT/BADM/CIS/CSC/OED Electives (9 credits)

Required Support Courses: 22 credits

- ACCT 210 Principles of Accounting I* (3 credits)
- ACCT 211 Principles of Accounting II* (3 credits)
- CIS 251 Business Application Programming (3 credits)
- CIS 325 Management Information Systems (3 credits)
- CSC 206 Advanced Computer Applications (3 credits)***
- ECON 202 Principles of Economics Macroeconomics (3 credits)**
- MATH 121 Survey of Calculus (4 credits)

*Students may validate courses by taking a CLEP examination and achieving the minimum scores designated by the BOR CLEP policy.

**Students may take this course at LATI.

General Education/Institutional Graduation Requirement Courses: 41 credits

1. Must include CIS 130 Visual Basic Programming (3 credits)
2. Must include ECON 201 Principles of Microeconomics (3 credits)
3. The remaining 35 credits must meet system general education requirements, in addition to institutional graduation requirements, globalization requirements and writing intensive requirements, and must be selected from the approved list of courses specified in BOR Policy 2:7.
4. To fulfill the system general education requirements, all students must pass the System Information Literacy Examination. Students must sit for the exam during the semester in which they have completed 48 passed credit hours and must have completed a specified 18 credit hours of general education courses during the first two semesters of attendance at DSU.

Electives: 0 credits

Total number of credits at Dakota State University: 111

Transfer credits from LATI: 17*

Total credits required: 128

*Transferable general education course credits can be completed at LATI.

Additional requirements:

1. In accordance with BOR policy 2:28, students must demonstrate satisfactory performance in writing, mathematics, reading and science reasoning as evidenced by receiving a passing score on all sections of the Collegiate Assessment of Academic Proficiency (CAAP) exam. In accordance with the Regental policy, students must sit for the exam during the semester in which they have completed 48 passed credit hours and must have completed a specified 18 credit hours of general education courses during the first two semesters of attendance at DSU.

IV. Obligations

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

V. Modification

This agreement may be modified from time to time by the South Dakota Board of Regents and Lake Area Technical Institute with approval by 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. Incorporation of terms in master agreement.

The parties have entered into the present agreement pursuant to the agreement of December 14, 2004 between the Watertown Board of Education on behalf of Lake Area Technical Institute and the South Dakota Board of Regents on behalf of Black Hills State University, Dakota State University, Northern State University, the South Dakota School of Mines and Technology, South Dakota State University and the University of South Dakota. This agreement shall be subject to all terms and conditions stated in the December 14, 2004 agreement.

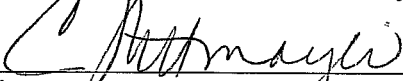
- VII. Effective Date of Agreement:** Start Date of the Fall 2005 Term at LATI and DSU. The agreement applies to students who graduated from LATI in 2000 and subsequent years.

VIII. Acceptance of Agreement:


For Dakota State University:

 Date: 6/2/2005

Dr. Tom Halverson
Dean, College of Business and Information Systems

 Date: 6/2/05

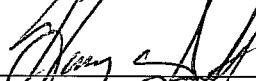
Dr. Cecelia Wittmayer
Provost & Vice President for Academic Affairs

 Date: 6/2/05

Dr. Douglas Knowlton
President, Dakota State University

 Date: 6-16-05

Dr. Robert T. Tad Perry
Executive Director, South Dakota Board of Regents

 Date: 6/22/05

Mr. Harvey Jewett
President, South Dakota Board of Regents

For Lake Area Technical Institute:

 Date: 7/11/05

Mr. Andy Hawkins
Chair, Lake Area Technical Institute

 Date: 7-11-05

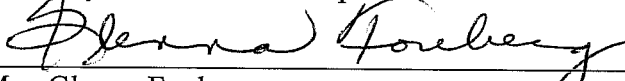
Dr. Gary Williams
Director, Lake Area Technical Institute

 Date: 8-18-05

Dr. Bob Mayer
Superintendent, Watertown Public School District

 Date: 8/27/05

Dr. Rick Melmer
Secretary, South Dakota Department of Education

 Date: 9/16/05

Mrs. Glenna Fouberg
President, South Dakota Board of Education