

ARTICULATION AGREEMENT  
BETWEEN  
GEORGIA NORTHWESTERN TECHNICAL COLLEGE  
AND  
SHORTER UNIVERSITY

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Georgia Northwestern Technical College Degree Program: Associate of Applied Science  
Major: Marketing Management

Shorter University: Bachelor of Business Administration in Marketing

Effective Date: January 2017

Last Revised: October 2016

Amendments may be made as necessary and must be agreed upon by both Georgia Northwestern Technical College and Shorter University.

Graduates of Georgia Northwestern Technical College with the Associate of Applied Science Degree in Marketing Management may apply for transfer admission to Shorter University's Academic Programs as a major in the Bachelor of Business Administration in Marketing Program. Students must successfully complete the requirements for graduation at Georgia Northwestern Technical College and a maximum of 60 credit hours may be transferred to Shorter.

To enter as upper level students, general education requirements should be satisfied by successful completion of identified transfer courses required in the Georgia Northwestern Technical College curricula.

Shorter University will accept the Associate of Applied Science degree awarded by Georgia Northwestern Technical College. Students transferring from Georgia Northwestern Technical College must graduate with a 2.0 GPA or higher. However, students will be required to complete the Christian Studies core requirements at Shorter University. Additionally, the following courses must be completed with the grade of "C" or better, or must be retaken while at Shorter:

- Transferrable Business Administration courses at the 2000+ level (identified in Appendix A) from
- Georgia Northwestern Technical College
- Georgia Northwestern Technical College's ENGL 1101 to transfer as Shorter University's ENG 1010 Georgia Northwestern Technical College's ENGL 1102 to transfer as Shorter

Georgia Northwestern Technical College and the Academic Programs at Shorter University agree to responsibilities as described: Georgia Northwestern Technical College

Georgia Northwestern Technical College will inform students of this articulation agreement and assign an Academic Advisor for each student.

Georgia Northwestern Technical College students will consult with an Admission Counselor and an appropriate plan of needed courses leading to the Bachelor of Business Administration in Marketing Management degree will be developed.

This agreement will continue in effect until it is modified by mutual consent or cancelled by either party. Any student agreements signed prior to modification or cancellation will be honored.

APPENDIX A  
 GEORGIA NORTHWESTERN TECHNICAL COLLEGE  
 AND  
 SHORTER UNIVERSITY

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The curriculum display lists the course equivalents acknowledged by both Shorter University and Georgia Northwestern Technical College:

GA Northwestern Marketing Management		Shorter University Equivalent: Marketing	
COMP 1000 – Introduction to Computers	3	BUS 2510 – Business Computer Applications	3
ACC 1100 – Financial Accounting I	4	ACC 2010 – Principles of Financial Accounting	3
MKTG 1100 – Principles of Marketing	3	MKT 3400 – Principles of Marketing	3
MKTG 1190 – Promotion & Marketing Comm	3	BUS 3360 – Business Communication	3
MKTG 2090 – Marketing Research	3	MKT 4450 – Marketing Research	3
MKTG 1190 – Professional Selling	3	ELE – Elective	3
MKTG 1130 – Business Regs. and Compliance	3	BUS 3520 – Legal Environment of Business I	3
MGMT 1100 – Principles of Management	3	MGT 3300 – Principles of Management	3
MKTG 2300 – Marketing Management	3	MKT 4470 – Marketing Management	3
MKTG 2000 – International Marketing	3	MKT 3450 - International Marketing	3
MKTG 2290 – Marketing OBI	3	ELE – Elective	3
BUSN 1190 – Digital Technologies in Business	2	ELE – Elective	3
BUSN 1430 – Desktop Publ & Presentation Appl	4	ELE – Elective	3
MKTG 2030 – Digital Publishing and Design	3	MKT 3510 – Electronic Marketing	3
MKTG 1370 – Consumer Behavior	3	MKT 3410 - Consumer Behavior	3
MKTG 1210 – Services Marketing	3	MKT 4440 – Retailing	3
MKTG 2070 – Buying and Merchandising	3	MKT 4430 – Healthcare Marketing	3
MKTG 2060 – Marketing Channels	3	ELE – Elective	3
MKTG 2210 – Entrepreneurship	6	ELE – Elective	3
MKTG 2010 – Small Business Management	3	MGT 4380 – Small Business Entrepreneurship	3
BUSN 2170 – Web Page Design	3	ELE – Elective	3
MKTG 1270 – Visual Merchandising	3	ELE – Elective	3
MKTG 2270 – Retail Operations Management	3	ELE – Elective	3
MKTG 2160 – Advanced Selling	3	ELE – Elective	3

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\* Elective hours are required in order to meet minimum hours for the degree (120), but the number of elective hours taken after transferring to Shorter University may vary depending upon the number of elective hours transferred in and accepted by Shorter University.

Graduation requirements must be met as follows:

Minimum of 120 credit hours required to graduate

A Cumulative GPA of 2.0

All 2000+ courses used in the major must be passed with a "C" or better

ENG 1010/1020 (or ENG 1030/1040) must be passed with a "C" or better

MAT 1110 must be passed with a "C" or better