



ARTICULATION AGREEMENT FORM

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 (CUNY)
Department: Media & Communication Arts
Program: Advertising and Public Relations
Degree: Bachelor of Arts

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

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 COM 245 Mass Media Studies (MCA 101 at City College) 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 faculty advisor.

The Advertising/PR program reserves the right to limit the number of BMCC applicant acceptances based on available faculty to teach required courses in Ad/PR program and appropriate program administrative support to oversee admissions process and advising/registration.

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 AWARDED

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 Advertising and Public Relations at The City College of New York (City College).

Digital Marketing (A.S.)

Common Core	Credits
<i>Required Common Core</i>	
English Composition	6
Mathematical & Quantitative Reasoning ¹	3
Life & Physical Sciences	3
<i>Total Required Common Core</i>	12
<i>Flexible Core</i>	
Creative Expression	6
World Culture & Global Issues ²	3
U.S. Experience in Its Diversity ³	3
Individual & Society ⁴	3
Scientific World ⁵	3
<i>Total Flexible Core</i>	18
<i>Total Common Core</i>	30
Curriculum Requirements	
BUS 104 – Introduction to Business	3
BUS 110.5 – Business Law for Digital Media or BUS 110 - Business Law	3
MAR 100 - Introduction to Marketing	3
MAR 330 Marketing Research & Analytics	3
MAR 340 Digital Marketing & Analytics	3
<i>Program Electives - Select 3 courses from:</i> COM 245 – Mass Media (3crs.) MAR 210 – Consumer Motivation (3 crs.) MAR 220 – Essentials of Advertising (3 crs.) MAR 230 – Essentials of PR (3 crs.) BUS 150 – Business Communications (3 crs.) CIS 200 – Introduction Systems and Technologies (3 crs.) MMP 240 – Basic Web Design (3 crs.)	9
<i>General Electives</i> ^{6,7}	6
<i>Total Curriculum Credits</i>	30
<i>Total Program Credits</i>	60

¹ Students must take MAT 150 to receive credit towards the Advertising and Public Relations major at City College.

² Students must take COM245 to receive credit towards the Advertising and Public Relations major at City College.

³ Students must take ECO 201 to receive credit towards the Advertising and Public Relations major at City College

⁴ Students must take ECO 202 to receive credit towards the Advertising and Public Relations major at City College

⁵ Students must take MMP 100 to receive credit towards the Advertising and Public Relations major at City College

⁶ Students may choose courses from the program electives to fulfill general electives

⁷ Additional credits from the STEM variants may be used to fulfill the general electives

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 Advertising and Public Relations.

General Education	
College Option	6
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. 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.

3. 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 advisers at BMCC will promote this agreement to eligible students.

3. 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.