



Pathways Transfer Articulation Agreement in Marketing

Associate Degree (A.A.S.) in Marketing
to a Bachelor of Science (B.S.) in Business, Management and Economics
with a Concentration in Marketing
(with guaranteed admission and MBA options)

Empire State College (SUNY Empire) and Hudson Valley Community College (HVCC) both of the State University of New York, agree to enter into a Pathways Transfer Agreement in Marketing. The agreement is designed to support transfer students during their transition to SUNY Empire, and:

- Ease the transition process for HVCC graduates to an educational model that allows students to select courses which are online, independent studies, blended learning, and/or small group seminars;
- Ensure a smooth transfer for HVCC graduates to SUNY Empire;
- Provide an affordable and convenient baccalaureate degree option for HVCC graduates who want to remain close to their homes and/or community;
- Provide clear guidelines for HVCC graduates to follow during the transition.

SUNY Empire will offer associate degree graduates in Marketing from HVCC an opportunity to participate in the Pathways Transfer Program into a Bachelor of Science degree. Further, HVCC graduates will be able to transfer all credits earned as part of their associate degree to SUNY Empire upon enrollment.

How the Pathways Transfer Program Works

During their first year at SUNY Empire, students in the Pathways Transfer Program may, with advisement, elect to cross-register for additional credits at HVCC beyond the associate degree (up to a total of 79 lower-division credits). These lower-division credits will be applicable to the baccalaureate degree program by satisfying SUNY General Education requirements or needed pre-requisite courses.

SUNY Empire requires 124 credits for a bachelor's degree, of which HVCC graduates must complete a minimum of 31 credits at SUNY Empire. A minimum of 45 upper-division credits, 24 of which must be in the concentration, are required consistent with SUNY Empire's requirements for a bachelor's degree. The remaining 79 lower-division credits can be transferred in through transcribed credit or prior learning assessment. Each participating student will be able to transfer all credits earned as part of their A.A.S. degree to SUNY Empire,

as long as they fit into the student's designed bachelor's degree program (see Appendix B for additional details). Additional sources of advanced standing credits may include:

- Individualized Prior Learning Assessment (iPLA)
- Transcript credit from a regionally accredited college or university
- Standardized exams, such as CLEP or other exams
- Military credit evaluated by the American Council on Education (ACE)
- Licenses or training evaluated by SUNY Empire

Combined Bachelor's and MBA Degree Program Option

Students transferring to SUNY Empire who are also interested in pursuing a Master of Business Administration (MBA) in Business Management degree have the option of applying for a combined B.S. / MBA program¹. This option provides an accelerated path and reduced educational costs to completing both degrees.

Students who are enrolled in the combined degree program will incorporate 4 courses (up to 12 credits) of graduate coursework into their undergraduate degree plan. These four courses will consist of two core courses plus two courses in a selected track.

MBA – Business Management tracks:

- Global Finance & Investment
- Healthcare Management
- Human Resource Management
- Information Technology Management
- Innovation Management & Entrepreneurship
- International Business
- Management
- Marketing
- Nonprofit Management
- Project Management

Interested students should notify their primary undergraduate mentor during their first term of enrollment at SUNY Empire. Further, to be considered for admission into a combined degree program, students must meet the following criteria:

- Completed at least 1 undergraduate semester at SUNY Empire
- Have successfully completed at least 60-credits of undergraduate coursework, including the prerequisite courses in statistics (3 credits), macroeconomics (3 credits), microeconomics (3 credits), and accounting (3 credits).
- Have a minimum GPA of 3.2 in the most recent 60 credits earned at the time of the application.

¹ Students would apply for the combined degree after transferring to SUNY Empire and completing at least 1 semester of undergraduate coursework.

Benefits for Hudson Valley Community College Transfer Students

SUNY Empire will provide the following benefits for participating HVCC students:

- Guaranteed admission to the B.S. degree program for A.A.S. degree graduates in Marketing
- Provision of a one-time \$100 *Better Together* transfer scholarship
- Waiver of the \$50 orientation fee
- Waiver of the admissions application essay

To be eligible, HVCC transfer students must have completed an associate degree within the last 3 years, or be entering their final year of an associate degree program.² Once SUNY Empire receives the student's official transcript that indicates an earned associate degree, the transfer scholarship will be awarded.

A unique application code for interested students to use during the admissions application process will be created by SUNY Empire and provided to appropriate staff members in the transfer advisement office and the academic department at HVCC for distribution.

Benefits for Active Military, Veterans, and Spouses

SUNY Empire has a long-standing commitment of supporting active military, veterans and family members, and enthusiastically pledges to maintain its commitment to provide the following benefits and services to military-aligned students, and as they may be amended from time to time by SUNY Empire:

- Pre-enrollment advising and an Evaluated Education Plan (EEP) with a review of anticipated transfer credits prior to enrollment
- Waive all mandatory fees for military members (active-duty, guard, reserve and veterans) along with their spouses. Waived fees include: orientation fee, college fee, student activity fee, technology fee, health and wellness fee, portfolio (assessment) fee, and program amendment fee.
- Individualized Prior Learning Assessment (iPLA) fees are waived for military members
- Support military-aligned students through Veterans Affairs (VA) and Tuition Assistance (TA) funding processes
- Access to the Office of Veteran and Military Education (OVME) and its dedicated resources to support student success all the way through to degree completion.

² Note that this applies only to the completion date of the associate degree, and not when all of the courses within the degree were completed. Please refer to "Appendix C", item #4.

Guidelines of the Agreement

As part of the agreement, SUNY Empire will provide the following: (1) individual educational planning and mentoring for all transferring Marketing students, (2) outreach to faculty and the Career & Transfer Center staff at HVCC to provide program information, and (3) offer information sessions for students at HVCC, at SUNY Empire locations, and online.

HVCC agrees to provide: (1) access for cross-registered Pathways transfer students to campus facilities and resources (i.e. library, academic support, computer labs), (2) promotion of the program to current students, faculty advisors, and alumni, and (3) to include this transfer agreement in any college publications where such agreements are listed (i.e. college catalog, website, transfer office brochures).

Marketing A.A.S. to B.S. students may enroll at SUNY Empire on a full or part-time basis. With advisement from their faculty mentor at SUNY Empire, students may elect to design a degree program similar to the one provided in Appendix A.

This agreement becomes effective when all signatures are affixed, as of the date of the last signature, and remains in effect for 5 years or until one or both institutions deem it necessary to terminate the agreement. The agreement may be amended by mutual agreement and will be formalized via revision of this agreement.

For Further Information

Empire State College

Kelly Mollica
Channel Recruiter
Capital District Region
CapitalEnroll@esc.edu
(800) 847-3000 ext. 3043

Hudson Valley Community College

Ricky Thibodeau
Department Chair
Business, Computer Science & Criminal Justice
R.Thibodeau@hvcc.edu
(518) 629-7225

[Signature page follows]

Signatures to the Agreement

EMPIRE STATE COLLEGE



Dr. Nathan Gonyea
Officer in Charge

5/20/21
Date



Dr. Meg Benke
Provost and Executive Vice President for Academic Affairs

5/18/2021
Date



Dr. Julie Gedro
Dean, School of Business

05/18/2021
Date

HUDSON VALLEY COMMUNITY COLLEGE

Roger A. Ramsammy, Ph.D. Digitally signed by Roger A. Ramsammy, Ph.D.
Date: 2021.05.24 16:38:28 -04'00'

Dr. Roger A. Ramsammy
President

5.24.21
Date

Judith E. DiLorenzo, RDH, M.A. Digitally signed by Judith E. DiLorenzo, RDH, M.A.
Date: 2021.05.24 09:25:15 -04'00'


Judith DiLorenzo
Vice President of Academic Affairs

5.24.21
Date

Ronalyn Wilson Digitally signed by Ronalyn Wilson
Date: 2021.05.24 09:24:58 -04'00'

Ronalyn Wilson
Assistant Vice President of Academic Affairs
Acting Dean, School of Business and Liberal Arts

5.24.21
Date



Ricky P. Thibodeau, Department Chair
Business, Computer Science & Criminal
Justice Department

5/21/21
Date

Appendix A
Sample Degree Plan
Marketing A.A.S. to Business, Management & Economics – Marketing B.S.

Degree: Bachelor of Science
 Program: Business, Management & Economics
 Concentration: Marketing

Hudson Valley Community College – Marketing (A.A.S.)

ACTG 110 Financial Accounting	4
BADM 110 Legal and Ethical Environment of Business I	3
BADM 111 Legal and Ethical Environment of Business II	3
BADM 120 Business Mathematics or BADM 221 Quantitative Business Applications or Math 110 Intermediate Algebra (or higher)	3
BADM 200 Business Communications	3
BADM 207 Organization and Management	3
BADM 220 Statistics	4
MKTG 120 Principles of Marketing	3
MKTG 200 Advertising	3
MKTG 210 Digital Marketing	3
MKTG 295 Marketing Management and Strategy	3
Business electives *	6

FORM 104 College Forum	1
ECON 100 Principles of Macroeconomics	3
ECON 101 Principles of Microeconomics	3
ENGL 101 English Composition I	3
PSYC 100 General Psychology	3
Computer elective	3
Restricted English elective	3
Liberal Arts and Sciences elective	3

Total HVCC Credit 63

* Recommended: ACTG 111 Managerial Accounting or MKTG 240 Business Ethics

Potential additional lower-division credits at HVCC³

Liberal Arts and Science electives	16
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Empire State College – Business, Management & Economics (B.S.): Marketing concentration (Sample only, upper-division)

MRKT 3010 Consumer Behavior	4
MRKT 3055 Public Relations	4
MRKT 4025 International Marketing	4
MRKT 4030 Marketing Ethics	4
MRKT 4035 Marketing Research	4
BUSN 3122 Management Information Systems	4

Educational Planning	4
Liberal Arts and Science electives (upper-division)	17

Total Empire State College Credit 45
Degree Program Total 124

³ Any of these 16 credits not completed at Hudson Valley Community College will be completed at Empire State College. Students should seek advisement from a SUNY Empire advisor in advance of selecting which courses to take to ensure they will fit into their baccalaureate degree plan.

Appendix B SUNY Empire Policies and Procedures for Transfer

1. Students successfully completing degree requirements for an A.A., A.S., or A.A.S. and transferring in the entire associate degree will be able to transfer to SUNY Empire all credit earned for the associate degree, including "D" grades that are part of the completed degree. If the entire associate degree is not used toward the SUNY Empire degree program, "D" grades are not transferable.
2. The residency requirement for a 124 credit bachelor's degree is 31 credits. Students may transfer in up to the remaining 93 total credits (up to 79 lower-division credits) through transcribed credit and/or prior learning assessment.⁴ A student may exceed stated credit minimums in certain circumstances to preserve the integrity of components that meet degree requirements.
3. Any courses taken at Hudson Valley Community College beyond the associate degree will be evaluated for transfer separately from the associate degree based on SUNY Empire's advance standing policies.
4. There is no statute of limitations regarding the age of acceptable learning substantiated by transcript except in some areas, technologies and science for instance, where that learning may be outmoded and may not be accepted if it is crucial to the structure of a degree program concentration.
5. Students earning a bachelor's degree from SUNY Empire must fulfill all graduation requirements, which include completing 45 advanced-level credits of which 24 are in the concentration. SUNY also requires the completion of 30 general education credits across 7 of 10 designated areas, including mathematics and basic communication.
6. All students need to complete the application process and meet all admissions criteria before being accepted to SUNY Empire. Students must submit the SUNY Empire Application for Admission form along with an official transcript(s) of their completed course work to the Office of Admissions, SUNY Empire, 111 West Avenue, Saratoga Springs, NY 12866. These forms can be found at www.esc.edu/admissions.

Active, Reserve and Guard Army soldiers should apply and register through Army IgnitED at - www.armyignited.com/app. Soldiers may contact the Office of Veteran and Military Education for assistance at military_programs@esc.edu or 518-587-2100 ext. 2779.

7. Both colleges acknowledge the confidential nature of student information that may be exchanged between them. As such, both colleges agree that this information must be kept secure, confidential, and only disclosed for academic reasons. Student information will not be shared with third parties, and all FERPA regulations will be adhered to.

⁴ Prior learning assessment includes NYSED approved degree granting institutions, Pre-evaluated credit (NCCRS, ACE, SUNY Empire PLE) and other approved sources. For full list visit: <http://www.esc.edu/degree-planning-academic-review/prior-learning-assessment/evaluation-prior-college-level-learning/>