

**ACADEMIC PROGRAM ARTICULATION AGREEMENT BETWEEN  
PRINCE GEORGE’S COMMUNITY COLLEGE  
AND  
UNIVERSITY OF MARYLAND EASTERN SHORE  
REGARDING TRANSFER FROM  
ASSOCIATE OF APPLIED SCIENCE IN MARKETING MANAGEMENT  
TO  
BACHELOR OF SCIENCE IN MARKETING**

This Academic Program Articulation Agreement (“Agreement”) is entered into by and between Prince George’s Community College (the “Sending Institution”) and the University of Maryland Eastern Shore (the “Receiving Institution”) (collectively, the “Institutions”) to facilitate the transfer of academic credits from Marketing Management, Associate degree, for the completion of Marketing, Bachelor degree (the “Program(s)”):

<b>Institution</b>	<b>HEGIS Program Title</b>	<b>Award Type</b>	<b>Statewide CIP</b>
Prince George’s Community College	500408 – Marketing Management	Associate Degree	5214011
University of Maryland Eastern Shore	050900 – Marketing	Bachelor’s Degree	5214011

**A. Qualifying Students**

This Agreement pertains to the transfer of “Qualifying Students”, *i.e.*, those students who:

1. Have successfully completed the program at the Prince George’s Community College;
2. Are enrolled in the Prince George’s Community College in good standing; and
3. Are accepted for admission to the University of Maryland Eastern Shore.

**B. Responsibilities of the Institutions**

The Institutions agree to implement the transfer of Qualifying Students in accordance with applicable law and the following requirements and protocols:

1. A Qualifying Student may transfer from Prince George’s Community College into the University of Maryland Eastern Shore for the completion of the Bachelor of Science in Marketing.
2. Courses that the University of Maryland Eastern Shore will accept credits for towards completion of the Bachelor of Science in Marketing include:

Program Core Courses						
Prince George's Community College			University of Maryland Eastern Shore			
Course Number	Course Name	Credits	Course Number	Course Name	Credits	Applied to*
PAS 1000	First Year Experience	1	BUED 100	First Year Experience	1	General Education
BMT 1010	Intro to Business	3	BUAD 132	Intro to Business	3	General Education
EGL 1010	Composition I: Expository Writing	3	ENGL 101	Basic Composition I	3	General Education
ACC1001	Principles of Accounting I	3	ACCT 201	Principles of Accounting	3	Program / Major Req.
INT 1010	Introduction to Information Technology	3	BUAD 213	Bus. Software Applications	3	Program / Major Req.
BMK 2510	Introduction to Marketing	3	MKTG 200	Fundamentals of Marketing	3	Program / Major Req.
MAT 1140	Introduction to Statistics	3	BUAD 253	Business Statistics	3	General Education
BMT 1620	Financial Planning and Investments	3	FINA 340	Financial Management	3	Program / Major Req.
EGL 1320	Composition II: Writing for Business		ENGL 102	Basic Composition II	3	General Education
BMK 2630	International Marketing	3	MKTG 421	International Marketing	3	Program / Major Req.
NTR 1010	Introductory Nutrition	3	NUDT 210	Elements of Nutrition	3	General Education
BIO 1110 <b>OR</b> GEO 1010	Environmental Biology <b>OR</b> Physical Geography	3	ENVS 101 <b>OR</b> PHYS 101	Introduction to Environmental Science <b>OR</b> Theories and Physical Science	3	General Education
BMK 2710	Salesmanship	3	MKTG Elective	MKTG Elective	3	Program / Major Req.
BMT 1570	Small Business Management	3	BUAD 304	Small Business and Entrepreneurship	3	Program / Major Req.
ACC 1030	Accounting for Managers	3	ACCT 202	Introductory Corporate / Managerial Accounting	3	Program / Major Req.
COM 1010	Foundations of Communications	3	ENGL 203	Fundamentals of Contemporary Speech	3	General Education
BMK 2730	Retail Business Management	3	MKTG Elective	MKTG Elective	3	Program / Major Req.
BMK 2770	Advertising	3	MKTG 401	Advertising Management	3	Program / Major Req.
BMT 2610	Financial Planning and Investments	3	FINA 200	Fundamentals of Finance	3	Program / Major Req.
BMK 2400	Strategic Management	3	MKTG Elective	MKTG Elective	3	Program / Major Req.
PHIL 2400	Business Ethics	3	BUAD 200	Business Ethics	3	Foundation Courses
ECN 1030	Principles of Macroeconomics	3	ECON 201	Principles of Econ (Macro)	3	Foundation Courses

BMK 2920	Business Marketing Internship II	2	MKTG Elective	MKTG Elective	2	Program / Major Req.
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\*Receiving Institution must indicate if course is applied to General Education, Program/Major requirements, or General Elective.

- The Receiving Institution shall designate, and shall provide to the Sending Institution, the contact information for a staff person at the Receiving Institution who is responsible for the oversight of the transfer of Qualifying Students. The Sending Institution shall designate, and shall provide to the Receiving Institution, the contact information for a staff person at the Sending Institution who is responsible for the oversight of the transfer of Qualifying Students.

	<b>Prince George’s Community College</b>	<b>University of Maryland Eastern Shore</b>
Name of staff person responsible for oversight	Dr. Clayton Railey	Dr. Willie L. Brown, Jr.
Title of staff person	Executive Vice President & Provost	Vice Provost for Faculty Affairs
Email address	raileyca@pgcc.edu	<a href="mailto:wlbrown@umes.edu">wlbrown@umes.edu</a>
Telephone Number	301-546-0406	410-651-6038

Should the staff person or position change, the institution will promptly provide new contact information to the partner institution and inform the Maryland Higher Education Commission of the change.

Additional contact information:

<b>Direct Points of Contact for Articulation Agreement</b>	<b>Prince George’s Community College</b>	<b>University of Maryland Eastern Shore</b>
Name of person	Dr. Antoine Deas	Dr. Etahe Johnson
Title of person	Manager of Transfer Articulations & Policy	Academic Support Associate
Email address	deasat@pgcc.edu	<a href="mailto:ejohnson2@umes.edu">ejohnson2@umes.edu</a>
Telephone Number	301-546-0437	(410) 651-6131

- If the Qualifying Student is using federal Title 38 VA Education Benefits (GI Bill® Education Benefits), the Institutions shall adhere to all applicable U.S. Department of Veterans Affairs’ regulations, including the regulations governing the awarding prior credit, as regulated under Title 38, Code of Federal Regulations, Sections 21.4253(d)(3) and 21.4254(c)(4).
- Each Institution shall adhere to all applicable transfer requirements set forth in the Annotated Code of Maryland and the Code of Maryland Regulations.

6. Each Institution shall advise students regarding transfer opportunities under this Agreement, and shall advise students of financial aid opportunities and implications associated with the transfer.
7. UMES is offering in-state tuition to PGCC students regardless of their state of residency.
8. Should either Institution make changes to program requirements, the institution will inform the partner institution immediately. The articulation agreement should be updated to reflect the changes and forwarded to the Maryland Higher Education Commission.

### **C. Term and Termination**

1. This agreement shall be effective on the date that it is signed by the appropriate and authorized representatives of each Institution.
2. Either Institution may, at its sole discretion, terminate this Agreement upon delivering 30 days written notice to the other Institution and the Maryland Higher Education Commission.
3. Both Institutions agree to meet once every 5 year(s) to review the terms of this agreement.

### **D. Amendment**

1. This Agreement constitutes the entire understanding and agreement of the Institutions with respect to their rights and obligations in carrying out the terms of the Agreement, and supersedes any prior or contemporaneous agreements or understandings.
2. This Agreement may be modified only by written amendment executed by both Institutions.

### **E. Governing Law**

This Agreement shall be governed by, and construed in accordance with, the laws of the State of Maryland.

### **F. Counterparts**

This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

### **G. Notice of Agreement**

1. The Institutions agree to provide a copy of this Agreement, with any amendments, to the Maryland Higher Education Commission.

- 2. The Institutions agree to provide copies of this Agreement to all relevant individuals and departments of the Institutions, including but not limited to students, academic department chairs participating in the transfer, offices of the president, registrar’s offices, and financial aid offices.

**H. No Third-Party Beneficiaries**

There are no third-party beneficiaries to this Agreement.

**I. Representations and Warranties of the Parties**

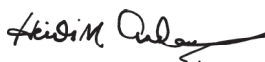
Both Institutions represent and warrant that the following shall be true and correct as of the Effective Date of this Agreement, and shall continue to be true and correct during the term of this Agreement:


- 1. The Institutions are and shall remain in compliance with all applicable federal, state, and local statutes, laws, ordinances, and regulations relating to this Agreement, as amended from time to time.
- 2. Each Institution has taken all action necessary for the approval and execution of this Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives.

**University of Maryland Eastern Shore**

**Prince George’s Community College**

By:   
Dr. Heidi M. Anderson, President

By:   
Dr. Falecia D. Williams, President

03 / 01 / 2023  
Date

03/01/2023  
Date