



**CENTRAL GEORGIA TECHNICAL COLLEGE and FORT VALLEY STATE UNIVERSITY  
TRANSFER ARTICULATION AGREEMENT  
AAS in Marketing Management to BBA in Marketing**

**Introduction**

This agreement formally recognizes that Central Georgia Technical College (CGTC) and Fort Valley State University (FVSU) are active educational partners in providing educational opportunities for currently enrolled and future students of both institutions.

**Agreement in Principle**

Agreement to this partnership requires a commitment by both institutions to facilitate the transfer of courses from Central Georgia Technical College, a SACSCOC accredited institution, to Fort Valley State University, a SACSCOC accredited institution, for students who want to pursue their bachelor's degree at FVSU without jeopardizing the intended mission and stated goals of either institution.

**Agreement on Communication**

CGTC and FVSU agree to cooperate in communicating with each other and with the public release of information regarding the articulation relationship between the two institutions. The institutions will encourage the dissemination of information about programs in this agreement with interested and qualified students, with both institutions providing advising and counseling to prospective students.

**Agreement on Articulated Courses**

Any CGTC student who completes the AAS in Marketing Management, is in good standing at CGTC, and meets the appropriate admissions requirements to attend FVSU will be ensured that the courses earned at CGTC and listed in this agreement will transfer to BBA in Marketing, FVSU. A minimum grade of C or above will be required for any course designated for transfer of course credit. Articulated courses related to the baccalaureate program major (Areas F and G) may be added upon formal request and written agreement by both parties.

**Agreement on Maintenance and Review**

At least one administrative or faculty member will be appointed from each participating college/university to act as a primary point of contact and agent for this agreement, to speak for the institution, and to communicate details and modifications to respective faculty, advisors, and others with interest at the individual institutions.

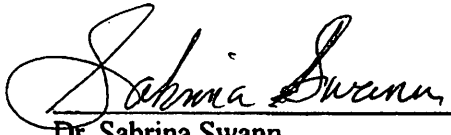
Terms of this agreement will be effective the date of signing and remain in effect until such time as program changes at either institution require that it be re-articulated. Both parties agree to review this document annually. The agreement may be terminated at the option of either institution following written notification of no less than six (6) months, with the effective date to be the last day of the following semester.


## Signatures


This agreement is in effect and valid starting with the date of the signatures below and will remain in effect until terminated in writing by either institution.


Central Georgia Technical College

Fort Valley State University

 11/29/22  
\_\_\_\_\_  
Dr. Sabrina Swann Date  
*Dean of Business and Computer Technology*

 November 11, 2022  
\_\_\_\_\_  
Dr. Josephine Davis Date  
*Interim, Dean of the College of Arts and Sciences*

 11/29/2022  
\_\_\_\_\_  
Dr. Amy Holloway Date  
*Vice President for Academic Affairs*

 11/28/2022  
\_\_\_\_\_  
Dr. Olufunke Fontenot Date  
*Provost and Vice President for Academic Affairs*

AAS in Marketing Management & BBA in Marketing OCCUPATIONAL COURSES RELATED TO MAJOR (FVSU Areas F-G)					
BUSN 1310	Introduction to Business Culture	3	BUSA 1911	Leadership Development I	1
MGMT 1115	Leadership	3	BUSA 1921	Leadership Development II	1
ACCT 1100	Financial Accounting I	4	ACCT 2101	Principles of Accounting I	3
ACCT 1105	Financial Accounting II	4	ACCT 2102	Principles of Accounting II	3
MGMT 2135	Management Communication Techniques	3	BUSA 2105	Communicating in the Business Environment	3
BUSN 1440	Document Production	4	BUSA 2503	Business Information Systems	3
MGMT 1100	Principles of Management	3	MNGT 3103	Principles of Management	3
MKTG 1100	Principles of Marketing	3	MKTG 3103	Principles of Marketing	3
MKTG 1130	Business Regulations & Compliance	3	BUSA 3313	Legal, Social, & Ethical Environment of Business	3
MKTG 1370	Consumer Behavior	3	MKTG 3113	Consumer Behavior	3
MKTG 1160	Professional Selling	3	MKTG 3123	Salesmanship	3
MKTG 2070	Buying and Merchandising	3	MKTG 3133	Principles of Retailing	3
CGTC	Marketing XXXX	6	FVSU	Area IV Electives	6
TOTAL PROGRAM TRANSFER		45			38
ADDITIONAL GENERAL EDUCATION					15
TOTAL CGTC: FVSU TRANSFER					53

*\*Fort Valley State University will accept general education courses for transfer as detailed in the articulation agreement between the University of Georgia (USG) and the Technical College System of Georgia (TCSG).*