

ARTICULATION AGREEMENT  
BETWEEN  
MOBERLY AREA COMMUNITY COLLEGE  
AND  
THE UNIVERSITY OF CENTRAL MISSOURI  
FOR  
ASSOCIATE OF ARTS: BUSINESS  
TO

UCM's BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION - MARKETING

This articulation agreement (agreement) is made and entered into by and between Moberly Area Community College and the University of Central Missouri. By this agreement, Moberly Area Community College and the University of Central Missouri express their mutual commitment to increasing opportunities for student access and success in higher education. As set forth below, this agreement will allow for seamless transfer of students from Moberly Area Community College to the University of Central Missouri (UCM) in the Associate of Arts: Business program to UCM's Bachelor of Science in Business Administration - Marketing program (the programs also referred to herein as the programs of study).

This agreement sets forth the conditions for such seamless transfer as specified in the attached programs of study (Attachment A). Students who successfully complete the stated curriculum at Moberly Area Community College will be assured that the University of Central Missouri will accept these credits and will apply to the BSBA Marketing degree program, provided, however, students meet all University of Central Missouri admission criteria. Admission will otherwise be limited to program availability and openings. Program guides and requirements will be reviewed annually or as appropriate and program guides and requirements may be added or removed at the sole discretion of the University of Central Missouri.

**Term/Termination:**

This agreement takes effect during the Fall semester of 2025 and will be reviewed annually. This agreement can be terminated by either party through written notification to the other party. The agreement will terminate the succeeding semester following notification. Upon termination, students may complete transfers that have currently been submitted or are in process.

**Confidential Student Information:**

Both during the term of this agreement and thereafter, the parties agree to hold student Confidential Information in trust and confidence and to exercise diligence in protecting and safeguarding such information, as well as any other information protected from public disclosure by federal or state law. Each party covenants and agrees it will not knowingly use, directly or indirectly, for its own benefit, or for the benefit of another, any of said Confidential Information, but instead will use said information only for the purposes contemplated hereunder. Further, each party covenants and agrees that it will not disclose any Confidential Information to any third party except as may be required in the course of the Program hereunder and for a legitimate educational interest or as otherwise allowed by law. Finally, the parties covenant and agree that any access to the Confidential Information and/or education records of any student shall be in compliance with the Family Education Rights and Privacy Act ("FERPA") and any access to the medical records of any student shall be in compliance with the Health Insurance Portability and Accountability Act of 1996.

As used in this agreement, the term "Confidential Information" means all personally identifiable information, as defined by FERPA, including but not be limited to: a student's name, the name of the student's parent or other family member, the address of the student or student's family, a personal identifier, such as the student's social security number or student number; a list of personal characteristics that would make the student's identity easily traceable; other information that would make the student's identity easily traceable; education and/or medical records of students.

**Liability:**

Each party to this agreement shall be solely responsible for any and all actions, suits, damages, liability, or other proceedings brought against it as a result of the alleged negligence, misconduct, error, or omission of any of its officers, agents, or employees. Each party hereby certifies that it has sufficient insurance or collateral to support this potential liability obligation.

**No Indemnification:**

Neither party is obligated to indemnify the other or hold the other party harmless from costs or expenses incurred as a result of such claims.

**No Waiver:**

The foregoing provisions shall not be deemed a relinquishment or waiver of any kind of applicable limitations of liability provided or available to any of the parties under applicable state governmental immunities law.

**Notice:**

Each party shall give written notice to the other party of the assertion of any claim or the commencement of any litigation within thirty (30) days notice of the claim or commencement of litigation and shall cooperate with the other party in the defense of the claim or litigation.

Governing Law:

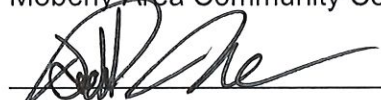
This agreement is governed by and constructed in accordance with the laws of the State of Missouri.

Limitation of Authority:


The rights, powers, and authority of both parties are subject to the following conditions and limitations: (1) neither party shall have the authority to perform any act on behalf of the other except as expressly authorized in this agreement or otherwise expressly authorized in writing; (2) without the approval of the other party, neither party will authorize or obligate the expenditure of any funds or create any liability or expense for the other party; and (3) any contracts or obligations between the parties will require the signatures of both parties.

Moberly Area Community College and the University of Central Missouri enter into this program articulation agreement leading from the Associate in Arts: Business degree to the bachelor's degree in BSBA Marketing for which program guides have been developed by the affixing signatures of the appropriate officers of both institutions having authority to sign.

Moberly Area Community College

  
Name: \_\_\_\_\_ Date: 4/21/25  
President  
Title: \_\_\_\_\_

University of Central Missouri

  
Name: \_\_\_\_\_ Date: 4/21/25  
President  
Title: \_\_\_\_\_

Attach Program Guide (created in collaboration with the Office of the Registrar)



# UNIVERSITY OF CENTRAL MISSOURI

## Moberly Area Community College (MACC) – AA Business

to

## University of Central Missouri (UCM) – BSBA Marketing

### Courses taken at MACC

Complete the AA: Business degree and include the following courses in the course of study:

*UCM equivalencies in parentheses*

### General Education Requirements

#### **Communications - 9 hours**

- SPK 101 Public Speaking 3 (COMM1000)

#### **Mathematics - 3 hours**

- MTH140 College Algebra 3 (MATH1111)

#### **Social & Behavioral Sciences - 9 hours**

*\*Must include courses from at least two disciplines, must also include a Civics course\**

- ECN101 Macroeconomics 3 (ECON1010)
- ECN102 Microeconomics 3 (ECON1011)

#### **Physical & Biological Science - 7 hours**

*Must include courses from at least two disciplines, including one course with a lab component.*

#### **Humanities & Fine Arts - 9 hours**

*Must include courses from at least two disciplines*

#### **Additional Core Transfer Curriculum - 5 hours**

- MTH160 Elementary Statistics 3 (FIN2801)

#### **Courses for Major/Elective - 18 hours (suggestions below)**

- \*ACC101 Accounting I 3 (ACCT1101)
- \*ACC102 Accounting II 3 (ACCT1101)

**\*Both ACC 101 AND ACC 102 must be taken to receive credit for UCM's equivalent\***

- ACC211 Managerial Accounting 3 (ACCT2102)
- BUS120 Business Law 3 (BLAW2720)
- ITC101 Computer Essentials 3 (CIS1600)

**Minimum Hours for AA: 60**

### Courses Remaining at UCM

*MACC equivalencies in parentheses*

#### **Major Requirements: 54-66 Hours**

ACCT 1101 Foundations of Financial Reporting 3 (ACC101 AND ACC102)

ACCT 2102 Principles of Managerial Accounting 3 (ACC211)

BLAW 2720 Legal Environment of Business 3 (BUS120)

CIS 3630 Management Information Systems 3

FIN 2801 Business Statistics I 3 (MTH160)

FIN 3801 Business Statistics II 3

FIN 3850 Principles of Finance 3

MGT 3315 Management of Organizations 3

MGT 3325 Business Communication 3

MGT 3360 Supply Chain and Operations Management 3

MGT 4357 Organizational Policy and Strategy 3

MKT 3405 Principles of Marketing 3

MKT 3430 Professional Sales 3

MKT 3475 Marketing Research 3

MKT 3480 Consumer Behavior 3

MKT 4460 International Marketing 3

MKT 4490 Marketing Management 3

#### **Electives from the Following: 15 hours**

MKT 1400 Orientation to Marketing 1

MKT 3410 Retail Management 3

MKT 3420 Principles of Advertising 3

MKT 3435 Internship in Marketing 1-6

MKT 3445 Marketing Distribution 3

MKT 3450 Digital Marketing 3

MKT 4410 Advanced Professional Sales 3

MKT 4420 Sales Management 3

MKT 4440 Seminar in Brand Management 3

MKT 4450 Integrated Marketing Communication 3

MKT 4454 Sports Marketing 3

MKT 4475 Services Marketing 3

MKT 4480 Special Projects in Marketing 1-3

#### **General Education Requirements: 0-15 Hours**

CIS 1600 Business Information Management 3 (ITC101)

ECON 1010 Principles of Macroeconomics 3 (ECN101)

ECON 1011 Principles of Microeconomics 3 (ECN102)

MATH 1111 College Algebra 3 (MTH140)

COMM 1000 Public Speaking 3 (SPK101)

**OR**

COMM 1050 Communication in Practice 3

**OR**

MKT 1401 Professional Speaking and Presentation 3

#### **Free Electives: 11 Hours**

#### **Minimum Hours Required for BSBA - Marketing 120 hours**

*This agreement was created using UCM's 2024-2025 Catalog and Moberly Area Community College's 2024-2025 Catalog. Students must complete a minimum of 30 upper-level hours towards their degree to graduate.*