



Individual Program Transfer Articulation Agreement

Between the Maine Community College System acting by and through

Southern Maine Community College

And the University of Maine System acting by and through

The University of Maine

For Transfer From

Associate in Science in Business Administration

To

Bachelor of Science in Business Administration in Marketing

This Transfer Articulation Agreement is governed by the general Transfer Articulation Agreement Memorandum of Understanding between Southern Maine Community College (SMCC) and the University of Maine (UMaine). Current students and graduates who have been enrolled in or earned the identified degree from SMCC and are admissible to the University shall be eligible for credit evaluation under the terms of this agreement.

Admissions requirements: Successful Completion of the Associate in Science in Business Administration and a complete UMaine application for admission.

Scholarships and Financial Aid dates: Applying before June 1<sup>st</sup> for a fall entry allows students to be considered for transfer merit awards, June 1<sup>st</sup> is also the on-time FAFSA filing date for fall transfers.

**Side by Side Course Equivalency Table as March 2021**

Identifies how courses in the Associate in Business Administration at SMCC transfer to the Bachelor of Science in Business Administration in Marketing at UMaine when the required grade is earned in each course, minimum C- (C for English Composition).

| <b>SMCC General Education Requirements:</b> |                         | <b>Cr</b> | <b>UMaine Transfer Equivalent:</b> |   | <b>Cr</b> |
|---|-------------------------|-----------|------------------------------------|---|-----------|
| ENGL 100                                    | English Composition@    | 3         | ENG 101                            | English Composition – meets degree & Gen Ed requirement                                   | 3         |
| ENGL 115                                    | English Literature@     | 3         | ENG 100X                           | English Elective - meets English Elective requirement & West Cult Trad Gen Ed requirement | 3         |
| FIGS 100                                    | Freshman Interest Group | 1         | FYS 100X                           | First Year Seminar Elective - elective  | 1         |
| MATH 112                                    | Quantitative Reasoning@ | 3         | MAT 100X                           | Math Elective - meets Gen Ed Quantitative Reasoning requirement - free elective           | 3         |

| <b>General Education Requirements (cont.):</b> |  | <b>Cr</b> | <b>UMaine Transfer Equivalent:</b> |  | <b>Cr</b> |
|--|--|-----------|------------------------------------|--|-----------|
| MATH 155                                       | Statistics@  | 3         | STS 232                            | Principles of Stat Inference - meets degree & Quantitative Reasoning Gen Ed requirement  | 3         |
| Science Elective with Lab                      | Select a lab science course that transfers to UMaine & meets UM Gen Ed <b>Lab Science</b> requirement@   | 4         | Gen Ed                             | Meets <b>UMaine Lab Science</b> General Education requirement. Careful selection could also satisfy the Populations & Environments General Education requirement | 4         |
| Fine Arts Elective                             | Select a course that meets UMaine <b>Artistic &amp; Creative Expression</b> , Cultural Diversity or Populations & Environments Course*         | 3         | Gen Ed                             | Meets <b>Artistic &amp; Creative Expression</b> , Cultural Diversity or Populations & Environments Course* Gen Ed requirement                                    | 3         |
| Social Science Elective                        | Select: <b>PSYC 100 Introduction to Psychology @</b>   | 3         | PSY 100                            | Introduction to Psychology – meets degree requirement & Social Context Gen Ed  | 3         |
| Humanities Elective                            | Select a course that also transfers as an Artistic & Creative Expression, Cultural Diversity or <b>Populations &amp; Environments</b> Course*@ | 3         | Gen Ed                             | Artistic & Creative Expression, Cultural Diversity or <b>Populations &amp; Environments</b> Course* Gen Ed requirement   | 3         |
| Diversity/Ethical Reasoning Elective           | Select a course that also transfers as an Artistic & Creative Expression, <b>Cultural Diversity</b> or Populations & Environments Course*@     | 3         | Gen Ed                             | Artistic & Creative Expression, <b>Cultural Diversity</b> or Populations & Environments Course* Gen Ed requirement   | 3         |
| English Com Elective                           | Select <b>ENGL 110 Oral Communications @</b>   | 3         | CMJ 103                            | Speech Communications – meets degree & Social Contexts Gen Ed requirement  | 3         |
| <b>Credits</b>                                 |  | <b>32</b> |                                    | <b>Credits</b>   | <b>32</b> |

| <b>SMCC Major Required Courses:</b> |  | <b>Cr</b> | <b>UMaine Transfer Equivalent:</b> |   | <b>Cr</b> |
|-------------------------------------|--|-----------|------------------------------------|---|-----------|
| ACCT 105                            | Financial Accounting   | 3         | ACC 201                            | Principles of Financial Accounting – degree requirement   | 3         |
| ACCT 155                            | Managerial Accounting  | 3         | ACC 202                            | Principles of Managerial Accounting – degree requirement  | 3         |
| BUSN 100                            | Introduction to Business   | 3         | MGT 101                            | Introduction to Business - degree requirement   | 3         |
| BUSN 260                            | Business Law@  | 3         | MGT 220                            | Legal Environment of Business – degree requirement & when taken with UMaine’s MGT 449 meets the Ethics Gen Ed requirement, degree requirement | 3         |
| BUSN 151                            | Spreadsheet Applications   | 3         | BIS 105                            | Excel Fundamentals for Business   | 3         |
| ECON 120                            | Microeconomics@  | 3         | ECO 120                            | Principles of Microeconomics – degree requirement & Social Contexts Gen Ed  | 3         |
| ECON 125                            | Macroeconomics@  | 3         | ECO 121                            | Principles of Macroeconomics - degree & Social Contexts Gen Ed reqmt.   | 3         |
| ACCT 205 or BUSN 255 or BUSN 265    | Intermediate Accounting or Human Resource Management or Business Problem Solving | 3         | ACC 301<br>MGT 200X<br>MGT 200X    | Intermediate Accounting Management Elective Management Elective – free elective   | 3         |

| SMCC Major Required Courses (cont.): |   | Cr        | UMaine Transfer Equivalent: |  | Cr        |
|--------------------------------------|---|-----------|-----------------------------|--|-----------|
| Business elective                    | Select <b>BUSN 200 Marketing</b> –  | 3         | MKT270                      | Marketing – degree requirement.                              | 3         |
| Business elective                    | Business elective – select a course from the following list of Business electives that transfer to UMaine | 3         |                             | Depends on which Business Elective is chosen – free elective | 3         |
|                                      | <b>Credits</b>  | <b>30</b> |                             | <b>Credits</b>   | <b>30</b> |

|  |                                |           |  |  |           |
|--|--------------------------------|-----------|--|--|-----------|
|  | <b>Total Credits:</b>          | <b>62</b> |  |  |           |
|  | <b>Credit Transfer Totals:</b> |           |  |  | <b>62</b> |

@ satisfies a UMaine General Education Requirement.

\* Students are advised to select SMCC General Education elective courses so that they may complete 1 SMCC course in each of the 3 UMaine general education categories of **Artistic & Creative Expression, Cultural Diversity and International Perspectives and Population & Environment**. The Population & Environment requirement can also be satisfied by careful selection of an SMCC Lab Science course, allowing free choice of one of the other designated SMCC General Education elective areas. Choosing to take a Lab Science that also meets a Population & Environment Gen Ed requirement eliminates the need to take a Population & Environment course as an SMCC Fine Arts, Humanities, or Diversity/Ethical Reasoning course. The remaining UMaine general education requirements are met by a combination of SMCC and UMaine required/prescribed courses.

**SMCC Business Elective List** –of SMCC courses that transfer to UMaine and can be used as a free elective.

| SMCC Business Electives | SMCC Course Title              | UM Course# | UM Course title              | Meets Gen Ed Requirement or Free elective |
|-------------------------|--------------------------------|------------|------------------------------|---|
| <b>BUSN</b>             |                                |            |                              |   |
| BUSN 106                | Social Media Marketing for Bus | BUA100X    | Bus Administration Elective  | Free elective                             |
| BUSN 115                | Personal Finance               | CHF385     | Personal & Family Finance    | Free elective                             |
| BUSN 130                | Entrepreneurship               | SVT475     | Small Business Management    | Free elective (writing intensive)         |
| BUSN 275                | Business Internship            | MGT396     | Field Experience/Internship  | Free elective                             |
| <b>ACCT</b>             |                                |            |                              |   |
| ACCT205                 | Intermediate Accounting        | ACC301     | Intermediate Accounting      | Free elective                             |
| <b>SPTM</b>             |                                |            |                              |   |
| SPTM 105                | Foundations of Sports Mgt      | KPE 100X   | Kinesiology & Phys Ed elect. | Free elective                             |
| SPTM 155                | Intro to Sports Management     | KPE 100X   | Kinesiology & Phys Ed elect. | Free elective                             |
| SPTM 200                | Sports Management Internship I | KPE 200X   | Kinesiology & Phys Ed elect. | Free elective                             |
| SPTM 205                | Sport & Facilities Management  | KPE 200X   | Kinesiology & Phys Ed elect. | Free elective                             |

A minimum grade of C- (or C for English Composition) is required for transfer credit to be awarded. The above list is subject to change, updates are available using the UMS Online Transfer equivalency tool.

**Special Notes:**

For an up to date list of how SMCC courses transfer to UMaine and which courses at SMCC can be used to meet UM General Education Requirements, please consult the UMS Online Transfer Equivalency Tool that can be found at [mainestreet.maine.edu](http://mainestreet.maine.edu)

Courses taken at SMCC in which the student did not earn the required grade to satisfy either transfer credit or degree requirements would need to be retaken at either UMaine or SMCC in order to earn the grade needed to count toward the degree at UMaine. Once enrolled at UMaine, the student would need to seek permission from his or her advisor and complete a domestic study away form to alert Student Records if the student plans to take any subsequent courses at SMCC.

**Suggested course sequence for the last 4 semesters at UMaine as of March 2021**

For those who have earned their associate degree in SMCC's Associate in Science in Business Administration - courses may vary for students who transfer before earning their associate degree.

| Semester 5                          |  | Cr        | Semester 6    |  | Cr        |
|-------------------------------------|--|-----------|---------------|--|-----------|
| MAT111<br>Or .....<br>Free Elective | Algebra for College Mathematics (unless student places into MAT 115 by earning a score of 61 on the UMaine ALEKS math placement test) OR Elective (if MAT 111 is not needed as a prerequisite for MAT 115) | 3         | MAT115        | Applied Mathematics for Business & Economics (requires College Algebra or earning a score of 61 on the UMaine ALEKS math placement test as a prerequisite) # | 3         |
| MGT325                              | Principles of Management & Organ   | 3         | BIS235        | Management Information Systems   | 3         |
| ENG317                              | Business & Technical Writing   | 3         | Free Elective | Elective   | 3         |
| MGT343                              | Introduction to International Business   | 3         | MGT327        | Business & Society   | 3         |
| MKT382                              | Consumer Behavior  | 3         | Gen Ed        | Application Science Course*  | 3         |
|                                     | <b>Credits</b>   | <b>15</b> |               | <b>Credits</b>   | <b>15</b> |

| Semester 7    |                                  | Cr        | Semester 8    |                      | Cr        |
|---------------|----------------------------------|-----------|---------------|----------------------|-----------|
| MKT378        | Marketing Research               | 3         | MGT449        | Strategic Management | 3         |
| FIN350        | Business Finance                 | 3         | MKT480        | Managerial Marketing | 3         |
| MKT           | Marketing Elective               | 3         | Free Elective | Elective             | 3         |
| MGT337        | Production/Operations Management | 3         | Free Elective | Elective             | 3         |
| Free Elective | Elective                         | 3         | Free Elective | Elective             | 2         |
|               | <b>Credits</b>                   | <b>15</b> |               | <b>Credits</b>       | <b>14</b> |
|               | <b>Total UMaine credits = 59</b> |           |               |                      |           |

# SMCC students not placing into MAT 115 will need to take the prerequisite course MAT 111 Algebra for College Mathematics or its SMCC equivalent. They can do so by taking MATH 140 College Algebra at SMCC or MAT 111 at UMaine  
 \*General Education Requirement courses do not have to be taken in the order shown. Student may also choose to meet general education requirements by taking additional courses at SMCC that have been identified as meeting UMaine's general education requirements or if offered, they may choose to take them during May term, Summer session or January term at UMaine.

### Degree Requirement Notes:

Total minimum degree credit hours required for the Bachelor of Science in Business Administration in Management is **120 credits** consisting of specific degree requirements, specific elective requirements, and general education requirements.

Concentrations are available in International Business, Entrepreneurship and Management Information Systems – please see the Maine Business School web site for details:

<https://umaine.edu/business/management-major/>.

Students transferring from SMCC fill many of the Business Administration degree program electives with courses taken as part of their SMCC's associate's degree program – students wishing to also complete a concentration with their Business Administration degree at UMaine will need to take additional courses beyond those listed in this agreement to complete the requirements to earn a concentration. Please check with your adviser for specific details.

*Transfer students will be accorded the same standards and criteria for admission to a major degree sequence as UMaine students. All applicants accepted to UMaine's baccalaureate programs must fulfill the graduation requirements as identified in UMaine's academic catalog. For up to date degree information please check UMaine's online catalog at <http://catalog.umaine.edu/>. The most recent transfer credit equivalency information is available through the online transfer equivalency listing located at <https://peportal.maine.edu/>. See appendix A for complete degree requirements.*

### **Contacts/designee at each campus for more information:**

Southern Maine Community College

Margaret Fahey  
Associate Dean for Curriculum  
Design and Articulation  
[mfahey@smccme.edu](mailto:mfahey@smccme.edu)  
207.741.5833

University of Maine:

Sharon Oliver  
Director of Transfer Admission  
[smoliver@maine.edu](mailto:smoliver@maine.edu)  
207.581.1561

#### **Articulation Implementation and Agreement Review**


The Chief Academic Officer designee of the collaborating institutions shall be responsible for implementing this agreement, for identifying and incorporating any changes into subsequent agreements, and for conducting a periodic review of this agreement.

**Signatures to this Agreement**

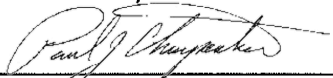
This agreement becomes effective on April 1, 2021 and will be reviewed in 2026 for renewal discussion.

**Southern Maine Community College:**

Joe Cassidy  
President

  
\_\_\_\_\_  
Signature date 3/26/2021

Paul Charpentier  
Vice President/Academic Dean

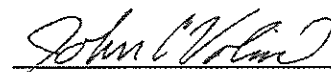
  
\_\_\_\_\_  
Signature date 3/25/2021

Mark Reuscher  
Department chair, Business Management

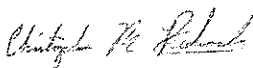
  
\_\_\_\_\_  
Signature date 3/25/21

**University of Maine:**


John C. Volin  
Executive Vice President for Academic Affairs &  
Provost

  
\_\_\_\_\_  
Signature date 3/25/2021

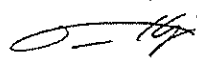
Christopher M. Richards  
Vice President for Enrollment Management

  
\_\_\_\_\_  
Signature date 3/23/2021

Faye Gilbert  
Dean, Maine Business School

  
\_\_\_\_\_  
Signature date 3/18/2021

Jason Harkins  
Associate Dean, Maine Business School

  
\_\_\_\_\_  
Signature date 3/18/2021

Appendix A

UMaine Bachelor of Science Degree in Business Administration in Marketing  
March 2021

| First Semester |                                   |           | Second Semester            |   |           |
|----------------|-----------------------------------|-----------|----------------------------|---|-----------|
| UMaine         |                                   | Cr        |                            |   | Cr        |
| BIS235         | Info Systems & Technology for Bus | 3         | CMJ103                     | Public Speaking   | 3         |
| ECO120         | Principles of Microeconomics      | 3         | ECO121                     | Principles of Macroeconomics  | 3         |
| ENG101         | College Composition               | 3         | MAT115<br>MAT116<br>MAT126 | Applied Math for Business / Econ OR<br>Intro to Calculus OR<br>Calculus | 3         |
| MGT101         | Intro to Business                 | 3         | Gen Ed                     | Western Cultural Tradition  | 3         |
| PSY100         | General Psychology                | 3         | Ged Ed                     | General Education   | 3         |
|                |                                   | <b>15</b> |                            |   | <b>15</b> |

| Third Semester      |   |           | Fourth Semester |   |           |
|---------------------|---|-----------|-----------------|---|-----------|
| UMaine              |   | Cr        |                 |   | Cr        |
| ACC201              | Principles of Financial Accounting                                      | 3         | ACC202          | Principles of Managerial Accounting               | 3         |
| Gen Ed              | Lab Science   | 4         | BIS105          | Excel Fund for Business Analytics                 | 1         |
| MGT220              | The Legal Environment of Business                                       | 3         | MGT325          | Principles of Management & Organization           | 3         |
|                     |   | 3         | MKT270          | Marketing   | 3         |
| Gen Ed              | Population & Environment  | 3         | Gen Ed          | Applied Science course                            | 3         |
| STS232 or<br>STS215 | Principles of Statistical Inference<br>OR Intro to Stats for Bus & Econ |           | Gen Ed          | Artistic & Creative Expression/Cultural Diversity | 3         |
|                     |   | <b>16</b> |                 |   | <b>16</b> |

| Fifth Semester |                                 |           | Sixth Semester |                                  |           |
|----------------|---------------------------------|-----------|----------------|----------------------------------|-----------|
| UMaine         |                                 | Cr        |                |                                  | Cr        |
| ENG317         | Business & Technical Writing    | 3         | MGT337         | Production/Operations Management | 3         |
| FIN350         | Business Finance                | 3         | MKT371         | Services Marketing               | 3         |
| MGT343         | Intro to International Business | 3         | ENG            | English Course                   | 3         |
| MKT382         | Consumer Behavior               | 3         |                | Elective                         | 3         |
|                | Elective                        | 3         |                | Elective                         | 3         |
|                |                                 | <b>15</b> |                |                                  | <b>15</b> |

| Seventh Semester |                    |           | Eighth Semester |                      |           |
|------------------|--------------------|-----------|-----------------|----------------------|-----------|
| UMaine           |                    | Cr        |                 |                      | Cr        |
| MKT378           | Marketing Research | 3         | MGT449          | Strategic Management | 3         |
| MKT              | Marketing Elective | 3         | MKT480          | Managerial Marketing | 3         |
|                  | Elective           | 3         |                 | Elective             | 3         |
|                  | Elective           | 3         |                 | Elective             | 3         |
|                  | Elective           | 3         |                 | Elective             | 3         |
|                  |                    | <b>15</b> |                 |                      | <b>15</b> |

Minimum Program Credits required for the degree: 120 credits Concentrations are available in International Business, Entrepreneurship and Management Information Systems – please see the Maine Business School web site at [umaine.edu/business/management-major/](http://umaine.edu/business/management-major/) for details.