

MINNESOTA STATE COLLEGES AND
UNIVERSITIES*
TRANSFER AGREEMENT
BETWEEN

Dakota County Technical College
AND
**Bethel University – College of Adult and
Professional Studies**

*The Board of Trustees of the Minnesota State Colleges and Universities is authorized by Minnesota Statutes, Chapter 136F to enter into Agreements and has delegated this authority to colleges and universities.

This Agreement is entered into between **Dakota County Technical College** (hereinafter sending institution), and **Bethel University – College of Adult and Professional Studies** (hereinafter receiving institution). This Agreement and any amendments and supplements, shall be interpreted pursuant to the laws of the State of Minnesota.

The sending institution has established a **Digital Marketing Specialist A.A.S. degree** (hereinafter sending program), and the receiving institution has established a **B.S. in Business Management degree with Management concentration** (hereinafter receiving program), and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

Admission and Graduation Requirements

- A. The receiving institution's admission and program admission requirements apply to both direct entry students and to students who transfer under this agreement.
- B. Students must fulfill the graduation requirements at both institutions.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply, including grade requirements for courses and an overall GPA requirement.

Transfer of Credits

- A. The receiving institution will accept **60** credits from the sending program. A total of **62 credits** remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Transfer Table. For system institutions, once the courses are encoded, they will transfer as described in the "Transferology" audit.

Implementation and Review

- A. The Senior Academic Officers or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements, assuring compliance with system policy, procedure and guidelines, and conducting a periodic review of this agreement.
- B. This Transfer Agreement is effective on **11/01/2022** and shall remain in effect until **10/31/2027** or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.
- C. The college and university shall work with students to resolve the transfer of courses should changes to either program occur while the agreement is in effect.
- D. This Transfer Agreement will be reviewed by both parties beginning **04/30/2027** (within six months of the end date).
- E. When a student notifies the receiving institution of their intent to follow this agreement, the receiving institution will encode course waivers and substitutions.

PROGRAM TRANSFER TABLE

Check if the sending program ___ or receiving program ___ is new.

	College (sending)	University (receiving)
Institution	Dakota County Technical College	Bethel University
Program name	Digital Marketing	Business Management: Management concentration
Award Type (e.g., AS)	AAS	BS
Credit Length	60 credits	122
CIP code (6-digit)		
Describe program admission requirements (if any)		See applicable catalog

Instructions

- List all required courses in both academic programs.
- MnTC goal areas transfer to the receiving institution according to the goal areas designated by the sending institution.
- Do not indicate a goal area for general education courses that are not part of the MnTC.
- For restricted or unrestricted electives, list number of credits.
- Credits applied: the receiving institution course credit amount may be more or less than the sending institution credit amount. Enter the number of credits that the receiving institution will apply toward degree completion.
- Show equivalent university-college courses on the same row to ensure accurate DARS encoding.
- Equiv/Sub/Wav column: If a course is to be encoded as equivalent, enter Equiv. If a course is to be accepted by the university as a "substitution" only for the purposes of this agreement, enter Sub. If a course requirement is waived by the receiving institution, enter Wav. If a course is to be accepted by the university as a MnTC goal area, restricted elective or unrestricted elective, leave the cell blank.

(To add rows, place cursor outside of the end of a row and press enter.)

SECTION A - Minnesota Transfer Curriculum-General Education

College (sending)			University (receiving)			
course prefix, number and name	Goal(s) ¹	Credits	course prefix, number and name	Goal(s) ¹	Credits Applied	Equiv Sub Wav
Minnesota Transfer Curriculum-General Education						
COMS1020 Interpersonal Communications	1	3	TRAN1G1	1	3	
ENGL1150 Composition 1	1	3	ENGL130 Successful Writing	1	3	Equiv
General Education Credits (MnTC Goal 3) OR General Education Credits (MnTC Goal 4)	3*	3	TRAN1G3	3	3	
General Education Credits (Any MnTC Goal Area)** ECON1100 Principles of Microeconomics (3 cr) AND ECON1200 Principles of Macroeconomics (3 cr)	5	6	BUSN205 Survey of Microeconomics and Macroeconomics	5	6	Equiv
MnTC/General Education Total		15				

¹ MnTC goal areas transfer to the receiving Minnesota State college/university according to the goal areas designated by the sending college/university

Special Notes, if any:

*Goal Area 3 course recommended to help meet general education requirements at receiving institution

**ECON1100 Principles of Microeconomics and ECON1200 Principles of Macroeconomics are recommended in order to satisfy equivalent course and Goal Area 5 general education requirement

SECTION B - Major, Emphasis, Restricted and Unrestricted Electives or Other

(pre-requisite courses, required core courses, required courses in an emphasis, or electives (restricted or general) within the major). Restricted electives (in Major) fulfill a specific requirement within a major. Example A: "Chose two of the following three courses;" Example B: A Biology degree may require 40 science credits (20 credits of required courses + 20 credits of listed related courses, such as botany, genetics, sociobiology, etc. which students can select).

Major, Emphasis, Restricted, Unrestricted Electives or Other Courses				
MKTC1000 Principles of Marketing	3	BUSN323 Marketing Fundamentals	3	Equiv
MKTC1100 Fundamentals of Sales	3	TRAN100	3	
MKTC1150 Consumer and Professional Buying Behavior	3	TRAN100	3	
MKTC2000 Advertising Practices and Procedures	3	TRAN100	3	
MKTC2105 Marketing Communications Writing	3	TRAN100	3	
MKTC2506 Digital Marketing	3	TRAN100	3	
MKTC2507 Digital Media Tools	3	TRAN100	3	
MKTC2511 Web Development for Marketers	3	TRAN100	3	
MKTC2515 Digital SEM and Analytics	3	TRAN100	3	
MKTC2520 Video Content for Marketers	2	TRAN100	2	
MKTC2550 International Marketing	3	BUSN310 Global Management and Leadership	3	Equiv
MKTC2600 Marketing Research	3	TRAN100	3	
MKTC2605 Data Analytics	3	BUSN315 Business Analytics	3	Equiv
MKTC2815 Business Law	3	BUSN335 Business Law	3	Equiv
MKTC2900 Portfolio and Interviewing	1	TRAN100	1	
MKTC2970 Marketing Internship	3	TRAN100	3	
Restricted elective credits - list courses (if none enter 0)	0		0	
Unrestricted elective credits (if none enter 0)	0	College's unrestricted elective credits accepted in transfer (if none enter 0)	0	
Major, Emphasis, Unrestricted Electives Total	45	Total College Credits Applied (sum of sections A and B)	60	

SECTION C - Remaining University (receiving) Requirements



course prefix, number and name	Credits
Remaining Major Requirements	
ACCT200 Financial Accounting for Managers	3
BUSN220 Management Information Systems	3
BUSN301 Foundations of Business Management	3
BUSN302 Human Resource Management	3
BUSN425H Applied Ethical Decisions in Life and Business	3
BUSN491 Business Capstone	3
FINA200 Financial Management	3
MATH301 Business Mathematics and Statistics	3
BUSN308 Strategic Management and Planning	3
BUSN340 Operations and Supply Chain Management	3
Remaining Bethel Distinctives and General Education Requirements	
CORE300 Community, Self and Formation	3
CORE330 Examining Crucial Questions	3
ENGL225R Academic Research Writing	3
Goal Area 3 course	3
Goal Area 6 course	3
Goal Area 6 course	3
University unrestricted elective credits not counted elsewhere (if none enter 0)	14
Total Remaining University Credits *	62

Special Notes, if any:

*At least 40 of the required credits for the baccalaureate degree shall be at the upper-division level. If a lower division course is shown as equivalent to an upper division course, check with the university to determine if it will count toward the 40 required credits of upper division.

SECTION D - Summary of Total Program Credits

College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	15		
Major, Emphasis, Unrestricted Electives or Other	45		
Total College Credits	60	Total College Credits Applied	60
		Remaining credit to be taken at the university (receiving institution)	62
		Total Program Credits	122
Special Notes, if any: A minimum of 122 semester credit hours is required for any Bethel CAPS bachelor's degree.			

College	Name	Signature	Date
Senior Academic Officer	Mike Mendez		10/4/22
Title			
University	Name	Signature	Date
Senior Academic Officer	Chad Osgood		10/5/22
Title	Dean of Business, Leadership, Health, and Social Sciences		
DARS Encoder			
Date when equivalencies were verified/encoded in degree audit by the receiving Minnesota State institution.			