

Articulation Agreement

Bachelor of Arts in Marketing and Communications Degree Completion Program at Regis College

Between

Regis College
235 Wellesley Street
Weston, MA 02493

And

Northern Essex Community College
45 Franklin Street
Lawrence, MA 01840

Associate Degree in Listed Programs

Spring 2019

This Articulation Agreement (Agreement) is entered into by and between Regis College ("Regis") and Northern Essex Community College ("NECC"). Regis and NECC hereby agree as follows:

I. Transfer Admissions to Regis

- A. This Agreement establishes standards for admissions for NECC students who are seeking to transfer into the Regis Bachelor of Arts in Marketing and Communications degree completion program to be provided in the city of Lawrence, MA ("Regis North").
- B. Regis will admit NECC students who have:
 - 1. Earned a minimum Grade Point Average of 2.7 (on a 4.0 scale) at NECC, and;
 - 11. Successfully completed all requirements for an Associate's Degree from NECC.

II. Transfer Credit

- A. Regis will award transfer credit to students for college-level courses successfully completed at NECC towards an Associate's Degree.
- B. Regis will not award transfer credit for non-credit or remedial courses. Regis has sole discretion in determining which courses/credits will not transfer in this manner.
- C. Exhibit A, attached hereto and hereby incorporated by reference, provides a listing of courses students are expected to have taken at NECC to earn their Associate's Degree and the courses students must take at Regis to earn their Bachelor's Degrees in Marketing and Communications.

AS in Business Transfer
AS in Business Management
AS in Liberal Arts: Journalism/Communication Option
AS in Liberal Arts: Writing

III. Academic Quality

It is agreed and understood that each party has the right and responsibility to make changes to its curricula and enrollment standards in order to maintain its academic integrity and meet accreditation standards. Such changes, if any, will be communicated in writing between the parties as they occur. NECC and Regis will work together in good faith to resolve any doubts or concerns regarding academic quality pursuant to this Agreement.

IV. Term and Termination

A. This Agreement becomes effective as of the date of the signatures of both parties and is valid for ten (10) years from that date. This Agreement may be amended by written mutual agreement and may be terminated by either party with six (6) months' written notice to the other party.

B. Either party, with a minimum of six (6) months written notice, may terminate this Agreement. At the time of termination, where an NECC student has been admitted to Regis or where NECC has notified Regis of a student's intent to transfer, the parties will continue to honor their commitments to such student pursuant to this Agreement.

V. Non-Discrimination

Both NECC and Regis subscribe to a policy of equal opportunity and will not discriminate on the basis of race, gender, religion, national origin, marital status, sexual orientation or physical disability. Regis and NECC shall abide by these principles in the administration of this Agreement, and neither party shall impose criteria for participation in this arrangement, which would violate the principles of non-discrimination.

VI. Notices

All notices sent pursuant to this Agreement shall be sent via regular and/or electronic mail to the following, unless the parties specify otherwise in writing:

For Regis College:

William Koehler, Ph.D.
Dean, School of Business &
Communication
Regis College
235 Wellesley Street Weston, MA 02493
william.koehler@regiscollege.edu

Kelly Golden, Ph.D.
Associate Dean and Director, Regis North
Regis College
235 Wellesley Street
Weston, MA 02493
kelly.golden@regiscollege.edu

For Northern Essex Community College:

Judith Zubrow, Ph.D.
Dean, Liberal Arts
100 Elliott Street
Haverhill, MA 01830

Kelly Sullivan, J.D.
Dean, Business and Professional Studies
100 Elliott Street
Haverhill, MA 01830

Michelle Sunday, M.Ed.
100 Elliott Street
Haverhill, MA 01830

VII. Marketing and Intellectual Property

Any marketing materials or publications whether print or electronic, or other efforts used by either party pursuant to this Agreement to promote the system of guaranteed admissions must have the prior written approval from the other party before distribution or use. Neither party may use the other party's name, trademarks, or logos without prior written consent. The parties acknowledge that the respective intellectual property rights and interests of each party shall remain the exclusive property of each party.

VIII. Indemnification

To the extent allowed by law, each party hereby agrees to indemnify and hold harmless the other party from and against any and all losses, damages, liabilities and other expenses of every kind and nature, including reasonable attorney's fees, sustained by or incurred by the indemnified party as a result of any debts, actions, causes of action, claims, suits, liabilities, obligations or damages whatsoever arising out of the indemnifying party's actions pursuant to this Agreement.

IX. Miscellaneous

- A. No Agency Relationship: Nothing in this Agreement is intended to or shall be construed to constitute or establish an agency, employer/employee, franchise, joint venture or fiduciary relationship between the parties. Neither party shall have the right or authority or shall hold itself out to have the right or authority to bind the other party, nor shall either party be responsible for the acts or omissions of the other except as provided specifically to the contrary herein.
- B. Entire Agreement and Amendment: This Agreement supersedes all previous contracts or agreements between the parties and constitutes the entire agreement between the parties with respect to the subject matter hereof. This Agreement may be amended only in writing and executed by both parties.
- C. This is a stand-alone agreement.
- D. Severability: The invalidity of any provision of this Agreement will not affect the validity of any other provision or any other agreement, including the MOU between Regis and NECC.
- E. Assignment: This Agreement may not be assigned by either party without the prior written consent of the other party.
- F. Captions: Captions in this Agreement are for convenience only.
- G. Governing Law: This Agreement shall be construed and enforced in accordance with the laws of the Commonwealth of Massachusetts without regard to its conflict of laws principles.

Exhibit C: Curriculum Guide

 Regis's Marketing and Communication Bachelor's Degree Requirements for Students Completing:
 AA Liberal Arts Journalism/Communication, Concentration in Communication
 Degree at Northern Essex Community College

In order to graduate from Regis College with a Bachelor of Arts in Marketing and Communication, students must earn a minimum of 120 credits, at least 30 of which must be taken at Regis College. Students must also fulfill all core general education requirements.

Associate's Degree Courses			
	Course Name	Credits	Completed
COM 102	Video Field Production	3	
COM 105	Film Studies	3	
COM 115	Introduction to Mass Communication	3	
ENG 101	English Composition I	3	
ENG 102	English Composition II	3	
GOV 101	American Government & Politics	3	
JRN 101	Journalism I	3	
JRN 102	Journalism II	3	
PSY 101	Introduction to Psychology	3	
Behavioral Science Elective	Recommended: ANT 101 or SOC 101	3	
Fine Performing Arts/Foreign Language/Philosophy & Religion	Strongly Recommended: PHI 110	3	
MAT Elective	Strongly Recommended: MAT 125	3-4	
History/Government Elective		3	
Literature Elective		3	
Literature Elective		3	
Science Elective with Lab		4	
Science Elective with Lab		4	
Communication Concentration			
COM 113	Principles of Public Relations	3	
Choose Two:	COM 101, COM 103, COM 111, COM 112, JRN 201, COP Strongly Recommended: COM 111, Public Speaking & COM 112, Interpersonal Communication	6	
	Credits	63	
Additional Required Courses: Can be taken at Regis, NECC, or Elsewhere			
REL 101	World Religions	3	
ACC 101	Introductory Accounting I	3	
ACC 102	Introductory Accounting II	3	
FIN 201	Business Finance	3	
CIS 112	Integrated Computer Applications	3	
MKT 210	Principles of Marketing	3	
CIS or CTN Elective	Recommended: CIS 110, or CTN 110	3	
	Total Credits	21	
Regis @ NECC Years 3 and 4 *Courses in set semesters are dependent on sufficient course enrollment			
CO 221	Visual Communications	3	
CO 305	Small Group Communication	3	
CO 320	Social Media	3	

CO 322	Organizational Communication	3	
CO 332	Intercultural Communication	3	
CO 334	Advanced Public Relations	3	
MT 204	Organizational Behavior	3	
MT 3xx	Consumer Behavior	3	
MT 374	International Marketing	3	
MT 4xx	Marketing Strategy	3	
ID 413	Internship Seminar	3	
MT or CO	Major Elective	3	
	Regis	36	
	Credits		
	Total	121	

Additional Electives may be required to complete the 121 credits required for the BA in Marketing & Communications; students also have the option to complete a Certification in Financial Planning, which may require additional coursework beyond 121 credits.

List of Required Official Transcript(s):

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Prerequisite Credits	63
Additional Required Credits (any institution)	21
Regis Credits	36
TOTAL CREDITS	121

Non-Regis credits left:
Regis credits left:
Total: