



Bachelors of Applied Science in Digital Marketing
Articulation Agreement between
Bellevue College
&
Shoreline Community College

This Articulation Agreement (the “Agreement”) is entered into by and between Bellevue College and Shoreline Community College, each individually a “Party” and collectively the “Parties”. This Agreement shall have an effective date (“Effective Date”) as of the last signature received.

The Parties wish to collaborate in order to facilitate the transfer and degree completion of students earning the AAAS of Marketing at Shoreline Community College to the BAS of Digital Marketing at Bellevue College. This agreement formally recognizes that Shoreline Community College and Bellevue College are both active educational partners in providing opportunities for currently enrolled and potential students of their combined institutions. Both institutions commit to facilitating the transfer of students with approved associate degree programs into approved baccalaureate degree programs without jeopardizing the intended mission and stated goals of either institution.

This agreement is specifically designed to increase educational opportunities for students, allow for the maximum transfer of credit between schools, aid in a seamless transition from one program to another, and lift enrollment at both Bellevue College and Shoreline Community College. To support these goals, both schools agree to maintain a course-by-course evaluation of comparable classes and distribution requirements.

The Parties enter into this Agreement in the spirit of cooperation and mutually recognize each other as quality postsecondary institutions.

NOW, THEREFORE, the Parties agree as follows:

1. Transfer Credit

Bellevue College agrees to transfer Shoreline Community College credit using the criteria outlined below:



- Completion of the AAAS in Marketing at Shoreline Community College
Completion of twelve prerequisite courses. Nine of those are included in Shoreline Community College's AAAS in Marketing:

Bellevue College	Shoreline Community College
MATH 107	MATH 107
ENGL 101	ENGL 101
BUS 101	BUS 101
MKTG 101	BUS 120
MKTG 102	BUS 248
MKTG 234	BUS 220
MKTG 255	BUS 225
MKTG 261	BUS 249
BTS 189	BUS 240

- While Bellevue College's social media class is not a prerequisite to entering the bachelor degree, the Bellevue College will accept Shoreline Community College's social media class, which counts as curriculum in the bachelor degree at Bellevue College.

Bellevue College	Shoreline Community College
MKTG 242	BUS 247

- Two of the three other courses are not included in the AAAS in Marketing but are taught at Shoreline Community College: ENGL 201 and any lab-based natural science course. The final course, MKTG 262, is offered only at Bellevue College, but can be taken online or on the ground.
- Additional credits may be accepted for courses other than those listed that meet Bellevue College's standard policies on transferable credits. Those credits may be applied toward general education requirements, program requirements, or general electives as appropriate. Students must earn a minimum of 180 credits total from all sources to earn the BAS degree.

2. Admission to Bellevue College

It is agreed that those students who receive the AAAS in Marketing at Shoreline Community College and meet all of the criteria listed below will be accepted without further review at Bellevue College into the BAS of Digital Marketing. However, final admission to Bellevue College is contingent on submission of:



- A completed general Bellevue College admission form.
- A completed Bachelor of Applied Science application form.
- Official transcripts from Shoreline Community College.
- A nonrefundable admissions and placement fee of \$55.
- A nonrefundable Bachelor program application fee of \$75.

3. Participant Criteria

The criteria that shall be met by students seeking to participate in the Agreement are as follows:

- Students must meet all program requirements prior to receiving the Bachelor of Applied Science in Digital Marketing.
- Students who elect to pursue a different degree program at Bellevue College will be subject to re-evaluation of transferrable credits and will forfeit any credits not transferrable to Bellevue College outside of this agreement per standard policies on credit transfer.

4. Shoreline Community College's Obligations

Shoreline Community College agrees to use reasonable efforts to:

- Make promotional materials and information available to its students regarding the Bellevue College Bachelor of Applied Science in Digital Marketing program, including flyers, invitations to campus events, and early admission plan letters.
- Provide opportunities for a representative from Bellevue College to interact with potential students.

5. Bellevue College's Obligations

Bellevue College agrees to use reasonable efforts to:

- Provide support material to include transfer guides, admission applications, course catalogs, and reports on transfer student activities.
- Provide representation at recruitment events.

6. The Parties' Joint Obligations

Bellevue College and Shoreline Community College agree to use reasonable efforts to:

- Provide links on their institutional websites indicating the existence of this agreement.
- Exchange data and documents that will contribute to the maintenance and improvement of this articulation agreement and promote effective cooperation between the two institutions.
- Undertake an annual evaluation of the partnership supported by this articulation agreement and use the findings to improve the transfer process for students. Any written materials published and distributed by Bellevue College and/or Shoreline Community College which specifically references the articulation agreement between the two



institutions or makes any general representation of each other's institution, must be approved by each respective party prior to its use.

7. Review & Termination. The term of this Agreement shall be for **three (3) years**, beginning on the "Effective Date". The Parties agree to review this Agreement and the Program once during this period at a time mutually convenient for the Parties, but aiming for during the 2nd year of this agreement's term. Notification of revisions to Bellevue College's current and anticipated course offerings will also be sent to Shoreline Community College during the above review period. A Letter of Review will be sent between 30 and 60 days prior to contract expiration to ensure both parties can continue to fulfill the terms of this agreement or if contract revisions may be required. This Agreement can be terminated by either party by giving written notice to the other party's designated representative at least 60 days prior to the commencement of a new academic quarter.

8. Notices. All notices concerning this memorandum of agreement and understanding shall be in writing and will be considered to have been given at the time of receipt of notice by the other Party.

1. Notices to Shoreline Community College:

Kyle Winslow

Acting Associate Dean, Business Administration and Physical Education
Shoreline Community College

2. Notices to Bellevue College:

Rebecca Cory

Associate Dean of Instruction
Bellevue College

Kyle Barber

Program Chair, Marketing
Bellevue College

9. Indemnification and Insurance

The Parties agree to defend, indemnify, and hold each other harmless from and against any loss, claim, or damage, including without limitation the cost from any reasonable attorneys' fees and/or litigation, to the extent it arises or is alleged to arise from the negligent acts or omissions of their respective officers, employees, students or agents in the performance of their duties under this agreement. The Parties agree to provide each other proof of insurance upon request.



10. Independence of the Parties

The Parties are independent contractors. Nothing contained in this Agreement will constitute either Party the agent, partner, or legal representative of the other Party for any purpose or constitute the Parties as partners. Neither Party has any right, power, or authority to create any obligation or responsibility on behalf of the other.

The Parties have signed below to indicate their acceptance of the terms of this AGREEMENT.

Signatures:

Phillip Jason King

June 22, 2020

Phillip King

Date

Vice President Student Learning, Shoreline Community College

Kyle J. Winslow

May 31, 2020

Kyle Winslow

Date

Acting Associate Dean Business and Physical Education, Shoreline Community College

Kristen Jones

June 18, 2020

Kristen Jones

Date

Provost, Academic & Student Affairs, Bellevue College

Jody Laflen

06/17/2020

Jody Laflen

Date

Dean of Business and Information Technology, Bellevue College