

Kentucky Department of Education  
Office of Career and Technical  
Education

Business and Marketing Education  
Articulation Agreement with

Murray State University

## Purpose

The Kentucky Department of Education, Office of Career and Technical Education (KDE) and Murray State University (MSU) establish this Articulation Agreement between the Career Pathways in Business and Marketing Education and the Arthur J. Bauernfeind College of Business at MSU in an effort to

- contribute to the development of a seamless transition to postsecondary education for the citizens of Kentucky
- promote the opportunities for Area Technology Centers and high school students to earn college credit
- encourage Kentucky high school students to obtain College and Career Readiness status
- increase the educational opportunities for the students of Kentucky

## Career Pathways

To complete a career pathway in any of the Business and Marketing Education programs of study in a high school or Area Technology Center in the state of Kentucky, students must earn four career-related credits within the career pathway and pass the pathway-specific Kentucky Occupational Skills Standards Assessment (KOSSA) or obtain an approved pathway-specific industry certification. Three of the four credits must come from the recommended core courses for that pathway as outlined by the Kentucky Program of Studies.

## Conditions of Agreement

Conditions of agreement for awarding credit for the Career Pathways in Business and Marketing Education are as identified in this Articulation Agreement and any attachments or addenda of this Articulation Agreement.

In accordance with the Kentucky Council on Postsecondary Education and Kentucky Department of Education Dual Credit Policy for Kentucky Public and Participating Postsecondary Institutions and Secondary Schools, students must meet all of the following conditions before articulated credit is awarded.

- a) an articulation credit agreement is in place between a secondary and postsecondary institution
- b) the student graduates from high school and is admitted to the participating postsecondary institution
- c) the student informs the postsecondary institution that she/he was a part of an articulated credit agreement program with the secondary school
- d) the student enrolls in and successfully completes coursework in the career or major pathway program outlined in the articulation credit agreement

Students who complete a Business and Marketing Education career pathway and who meet the following criteria will receive up to six (6) credit hours in appropriate college level course(s) with MSU as outlined by Appendix A.

- Students complete a minimum of 4 credits in pathway-specific core courses with at least a B average.

- Students pass the pathway-specific Kentucky Occupational Skills Standards Assessment (KOSSA) or obtain an approved pathway-specific industry certification.

A maximum of twelve (12) credit hours will be eligible for college credit through this agreement via either pathway completion or individual dual credit/early college arrangements. Therefore, if a student earns twelve (12) credit hours of coursework in dual credit courses used to complete the pathway, the student will not be eligible for any articulated credit (whether the dual credit was earned through MSU or another postsecondary institution). Additionally, articulated credit noted in Appendix A can only be granted for classes for the number of hours for which the course is listed in the current Academic Bulletin.

The statewide aspect of this agreement means that it is not necessary for each individual high school or Area Technology Center to develop their own articulation agreements with the Arthur J. Bauernfeind College of Business at MSU. However, high school and Area Technology Center instructors with approved post-secondary credentials are encouraged to participate in dual credit/early college programs to allow students to have the opportunity to earn additional credit. Additional information about MSU's dual credit opportunities available through the Bauernfeind College of Business is available at <http://www.murraystate.edu/EarlyBusinessEducation>.

## **Admissions Practices**

Kentucky high school graduates must meet the standard admission requirements of MSU to be admitted to the institution.

## **Process**

The Kentucky Department of Education Business and Marketing Education State Staff will monitor the process of awarding the Skill Standard Certificates. Each of the students who qualify for college-level credit should be issued a letter from the local school district certifying that the student should receive credit. A template for the letter is available in Appendix B or on MSU's Web site: [www.murraystate.edu/EarlyBusinessEducation](http://www.murraystate.edu/EarlyBusinessEducation).

This original letter on official high school or Area Technology Center letterhead must be presented to the MSU liaison during the student's first semester of enrollment after graduating high school. The MSU liaison and his or her contact information will be listed at [www.murraystate.edu/EarlyBusinessEducation](http://www.murraystate.edu/EarlyBusinessEducation).

Upon presentation of the letter to the MSU liaison, the student will complete any necessary forms and pay any necessary fees for credit by examination at MSU's current departmental challenge exam rate. Credit will only be granted to students who enroll at MSU within 12 months after graduating from high school. Additionally, credit will only be awarded if MSU is the first institution in which the student enrolls upon high school graduation.

When all of these requirements have been met, the credit will be recorded on the student's official transcript. The credit will count as college credit but will not be calculated into the student's grade point average.

## **Potential Outcomes of the Articulation**

- A. For Business and Marketing Education Students:

- 1) Allows secondary Business and Marketing Education students to become trained in a specific set of skill standards developed by industry representatives and KDE personnel putting a stamp of approval on their training.
  - 2) Allows Secondary Business and Marketing Education Students to get a head start in pursuing an advanced degree in one of the fields in Business.
  - 3) Provides motivation for a student to pursue a Career Pathway.
  - 4) Provides motivation and incentive for students in the Skills Standard testing and Industry Certification testing.
- B. For Secondary Business and Marketing Education Programs:
- 1) Allows secondary Business and Marketing Education programs to promote the articulation with students and administrators and help with recruiting of quality students.
  - 2) Provides a tool for secondary teachers to be in contact with university professors and KDE personnel.
  - 3) Successful passing rates of students could be used in program promotion and in recruiting a more talented, non-traditional, and/or diverse student population.
- C. For the KDE:
- 1) Provides a tool for the KDE to put significant emphasis on the recent thrusts of Career Pathways and Skill Standards Assessment to support College and Career Readiness.
  - 2) Motivate students to perform well on the skill standards assessment, thereby increasing the passing rates and consequently increasing the learning of students and the quality of the instruction in secondary Business and Marketing Education.
- D. For MSU:
- 1) Allows for a closer working relationship between the programs in the Bauernfeind College of Business at MSU and secondary Business and Marketing Education programs.
  - 2) Provides motivation for more highly qualified students to be attracted to pursue degrees in business.
  - 3) Provides a significant bridge and motivation for a successful transition for students between the secondary Business and Marketing Education programs and higher education.

## **Responsibility of MSU**

The provisions of this agreement apply to students who complete a Career Pathway in Business and Marketing Education and meet the other requirements of the agreement indicated previously in the "Conditions of Agreement" section of this document. To maximize students' ability to benefit from this agreement, MSU encourages students' completion of a KDE Career Pathway in Business and Marketing Education.

MSU agrees to provide informational materials to the KDE and Kentucky high schools and Area Technology Centers to facilitate their understanding of the degree programs available at MSU upon request.

MSU agrees to designate an individual to serve as a liaison for the purposes of monitoring this agreement, building the relationship, and answering any questions of Kentucky high school students, faculty, and staff.

MSU agrees to promote this agreement through institutional print material, web sites, and mailings designed specifically for high school students in a quality consistent with promotion of other academic programs and opportunities for potential students.

MSU will observe the Southern Association of Colleges and Schools Commission on Colleges and the Kentucky Council on Postsecondary Education guidelines and procedures and will adhere to the requirements of reporting information to these and other accrediting agencies.

## **Responsibility of the KDE**

The KDE will provide MSU with access to the updated Programs of Study documents upon request.

The KDE agrees to designate an individual to serve as a liaison for the purposes of monitoring this agreement, building the relationship, and answering any questions of the Kentucky high school students, faculty, and staff.

The KDE will promote this agreement as appropriate in print material, web sites, and mailings for students in a quality consistent with the promotion of other academic programs and opportunities for KDE students.

## **Joint Responsibility**

The KDE and MSU will work together to design and place promotional materials, news releases, informative brochures as a joint effort by the two institutions.

The KDE and MSU will design a cooperative process to support the advisement of Kentucky high school students and to facilitate the awarding of credit related to this agreement.

## **Implementation of the Agreement**

This agreement will be considered in force when signed by all parties.

## **Annual Evaluation**

Should requirements for credit by examination for MSU or the KDE Business and Marketing Education Career Pathways change, these changes shall be communicated to the appropriate institutions, and the conditions of this agreement reviewed.

This agreement will be reviewed by all institutions every three years or more often as needed. The KDE and MSU agree to monitor and support the provisions of this agreement to ensure consistency and program quality.

## **Term and Modification**

This agreement can be terminated with written notification at least one year prior to the termination. Provisions will be made for students who have already started coursework toward a Career Pathway in Business and Marketing Education. All questions to the execution, validity, interpretation, and performance of this memorandum of understanding shall be governed by the laws of the Commonwealth of Kentucky. Furthermore, the parties hereto agree that any legal action which is brought on the basis of this agreement shall be filed in the Franklin Circuit Court of the Commonwealth of Kentucky.

## Signatures

We the undersigned parties agree to the terms of this articulation agreement.

### Kentucky Department of Education



Dr. Stephen L. Pruitt  
Commissioner of Education  
Commonwealth of Kentucky

3/28/17

Date

### Murray State University



Dean

4/10/17

Date

## Appendix A Industry Certification Exams (Course Prefix(es), Number(s), and Credit Hours Awarded)

Assessment of Skills and Knowledge for Business	Murray
Business Fundamentals	BUS 140 (3)
Entrepreneurship/Management	N/A
Finance	N/A
Marketing Fundamentals	N/A
Adobe Certified Associate	Murray
Dreamweaver	N/A
Flash	N/A
Photoshop	N/A
Certified Internet Web Professional	Murray
Site Development Associate	N/A <sup>1</sup>
Internet Business Associate	N/A
E-Commerce Specialist	N/A
Apple Certified Associate	Murray
iWork Level One (910-806)	N/A
Quickbooks Certified User	Murray
Quickbooks Certification	N/A
Microsoft Office Specialist	Murray
(3 of 4 parts required)	OSY 101 (1)
• Word	OSY 140 (1)
• Excel	OSY 141 (1)
• PowerPoint	OSY 210 (3) <sup>2</sup>
• Access	
Internet & Computing Core Certification	Murray
(3 of 3 parts required)	OSY 101 (1)
• Computer Fundamentals	OSY 140 (1)
• Key Applications	OSY 141 (1)
• Living Online	OSY 210 (3) <sup>2</sup>

<sup>1</sup>Students successfully completing this exam are encouraged to take the CSC 125 Departmental Challenge Exam. More information about the Bauerfeind College of Business Departmental Challenge Exams is available at [http://www.murraystate.edu/academics/CollegesDepartments/CollegeOfBusiness/COBCenters/cuba/cuba\\_challengeexams.aspx](http://www.murraystate.edu/academics/CollegesDepartments/CollegeOfBusiness/COBCenters/cuba/cuba_challengeexams.aspx).

<sup>2</sup>Students successfully completing these exams are encouraged to take the CSC 199 Departmental Challenge Exam. More information about the Bauerfeind College of Business Departmental Challenge Exams is available at [http://www.murraystate.edu/academics/CollegesDepartments/CollegeOfBusiness/COBCenters/cuba/cuba\\_challengeexams.aspx](http://www.murraystate.edu/academics/CollegesDepartments/CollegeOfBusiness/COBCenters/cuba/cuba_challengeexams.aspx).



(Appendix A, continued)

**KOSSA Exams (Course Prefix(es), Number(s), and Credit Hours Awarded)**

Kentucky Occupational Skills Standards Assessment	Murray
Accounting	N/A
Administrative Support	OSY 101 (1)
	OSY 140 (1)
	OSY 141 (1)
	OSY 210 (3) <sup>3</sup>
Business Management	N/A
Financial Services	N/A
Marketing	N/A
Retail	N/A

<sup>3</sup>Students successfully completing this exam are encouraged to take the CSC 199 Departmental Challenge Exam. More information about the Bauernfeind College of Business Departmental Challenge Exams is available at [http://www.murraystate.edu/academics/CollegesDepartments/CollegeOfBusiness/COBCenters/cuba/cuba\\_challengeexams.aspx](http://www.murraystate.edu/academics/CollegesDepartments/CollegeOfBusiness/COBCenters/cuba/cuba_challengeexams.aspx).

## Appendix B – Certifying Letter Template

This template is available as an electronic file at [www.murraystate.edu/EarlyBusinessEducation](http://www.murraystate.edu/EarlyBusinessEducation). This letter must be printed on official letter head of the high school/ATC creating the letter, and the original letter must be submitted to Murray State.

March 28, 2017

Stephanie Totty  
Murray State University  
207B Business Building  
Murray, KY 42071

Dear Ms. Totty

The Kentucky Department of Education (KDE), in conjunction with [High School or ATC], has determined that [Student Full Name] has completed the following requirements.

- Student graduated from high school on [Graduation Date].
- Student has completed a Career Pathway in [Career Pathway] and has at least a B average.
- Student has passed the pathway-specific Kentucky Occupational Skills Standards Assessment (KOSSA) [KOSSA Exam Name *(remove this bullet if the student completed the industry certification instead)*].
- Student has obtained the approved pathway-specific industry certification, [Industry Certification Name *(remove this bullet if the student completed the pathway-specific KOSSA instead)*].

According to the articulation agreement between KDE and Murray State, a maximum of twelve (12) credit hours will be eligible for college credit through this agreement either via pathway completion or individual dual credit/early college enrollment. The student completed the [Pathway Name] career pathway with the following courses and corresponding dual credit.

High School Course Title	For dual credit courses only		
	Postsecondary Institution Name	Course Prefix and Number at Postsecondary Institution	Credit Hours for Postsecondary Course

Therefore, the student qualifies for articulated credit of the specific courses determined by the KOSSA exam passed or industry certification obtained as outlined by the agreement between KDE and MSU. Should you have any questions about the awarding of credit for this student, please contact me at [Phone Number].

Sincerely

[Full Name]  
[Title]