

Fleming College



ARTICULATION AGREEMENT

RENEWAL:

BUSINESS ADMINISTRATION – MARKETING

To

**BUSINESS ADMINISTRATION WITH THE OPTION TO PURSUE A
SPECIALIZATION IN MARKETING AND CONSUMER CULTURE**

BETWEEN

**THE SIR SANDFORD FLEMING COLLEGE
OF APPLIED ARTS AND TECHNOLOGY**

AND

TRENT UNIVERSITY

NOVEMBER, 2020

The Sir Sandford Fleming College of Applied Arts and Technology

Ontario College Advanced Diploma in Business Administration – Marketing

to

Trent University's

Bachelor of Business Administration, with the option to pursue a Specialization in Marketing and Consumer Culture

This agreement re-establishes the principles, guidelines and procedures governing admission and assessment of selected qualified students to enter Trent University on an advanced standing basis, subsequent to the successful completion of the Business Administration – Marketing Advanced Diploma program at The Sir Sandford Fleming College of Applied Arts and Technology (Fleming College).

This agreement replaces all previous versions of the Agreement – ONCAT #1482.

1. PURPOSE

- 1.1. The purpose of this agreement is to provide qualified graduates of Fleming College's Business Administration – Marketing Advanced Diploma program with a seamless option for continuing their education in the Bachelor of Business Administration degree program at Trent University.

2. ROLES AND RESPONSIBILITIES

- 2.1. Student Supports
Trent's program faculty will support incoming students by providing them with relevant information related to their program.
- 2.2. Admissions
The Admissions Office at Trent University will be responsible for ensuring that eligible students will be awarded credit transfers as stated in said agreement.
- 2.3. Recruitment and Marketing
Recruitment and Marketing representatives at Trent University will be responsible for promoting the articulation pathway and recruiting students.
- 2.4. Students
Through communication with program faculty and orientation sessions, students will be advised to consult academic advisors to ensure they are successfully completing program requirements.

3. TERMS AND CONDITIONS OF THE AGREEMENT

- 3.1. Graduates of Fleming College's Business Administration – Marketing Advanced Diploma program will be granted 10.0 credits towards a 20.0 credit Bachelor of Business Administration at Trent University.
- 3.2 Upon successful admission to Trent University, students are required to complete an additional 10.0 credits to meet degree requirements.

3.3 Students that have graduated from Fleming College’s Business Administration – Marketing Advanced Diploma program, who commenced studies since Fall 2018, will be awarded the full 10.0 transfer credits so long as they meet admission requirements under Article 4 of this agreement. Students who commenced studies prior to Fall 2018 will receive the 10.0 credits outlined in the original Agreement.

4. ADMISSION REQUIREMENTS

4.1. To qualify for this agreement, students must have:

- successfully completed Fleming College’s Business Administration – Marketing Advanced Diploma;
- a minimum overall average of 75%.

4.2. Students must meet all specific admission and enrollment standards, and requirements for the program and will be accepted subject to capacity if applicable.

5. TRANSFER OF CREDITS

5.1. Students who are eligible, graduating from the Business Administration – Marketing Advanced Diploma program with a minimum average of 75% will be granted 10.0 credits towards the successful completion of a 20.0 credit Bachelor of Business Administration at Trent University. Credits will be transferred as follows:

Courses completed at Fleming College	Course equivalencies at Trent University	Credits received
MKTG 14 – Marketing (45 hours)	ADMN 2100H – Introduction to Marketing	0.5
BUSN 188 – Introduction to Business and Success Strategies (60 hours) ORGB 24 – Introduction to Organizational Behaviour (45 hours)	ADMN 2220H – Organizational Behaviour	0.5
MGMT 7 – Human Resource Administration (45 hours)	ADMN 2230H – Human Resource Management	0.5
BUSN 20 – Operations Management (45 hours)	ADMN 3550H – Operations Management, Concepts, and Cases	0.5
MKTG 12 – Internet/Direct Marketing (45 hours) MKTG 141 – Digital Media (45 hours)	COIS-ADMN 3750H – Principles of Online Marketing	0.5
BUSN 18 – Microeconomics (45 hours)	ECON 1010H – Introductory Microeconomics	0.5
BUSN 13 – Macroeconomics (45 hours)	ECON 1020H – Introductory Macroeconomics	0.5
COMM 201 – Communications I (45 hours)	WRIT 1001H – Write in Time	0.5
COMM 202 – Communications II (45 hours)	WRIT 2002H – Write It Up: Effective Communication	0.5
ACCT 72 – Introductory Accounting (45 hours)	0.5 unassigned Business Administration credit at the 1000 level	0.5
BUSN 11 – International Business (45 hours)	0.5 unassigned Business Administration credit at the 1000 level	0.5
MGMT 66 – Corporate Social Responsibility: Ethical Conduct of Business (45 hours)	0.5 unassigned Business Administration credit at the 2000 level	0.5
MKTG 11 – International Marketing (45 hours) MKTG 20 – Market Research (45 hours)	0.5 unassigned Business Administration credit at the 2000 level	0.5

MKTG 5 – Consumer Behaviour (45 hours) MKTG 8 – Effective Sales Techniques (45 hours) MKTG 17 – Marketing Communications (45 hours) MKTG 19 – Marketing Plans (45 hours)	0.5 unassigned Business Administration credit at the 3000 level	0.5
MATH 11 – Math Fundamentals for Business Studies (45 hours)	0.5 unassigned Economics credit at the 1000 level	0.5
Completion of all program components	ADMN 1000H – Contemporary Issues in Management and Organization 2.0 unassigned Arts credits at the 1000 level	2.5

5.2. As these credits recognize areas covered in Fleming College’s Business Administration – Marketing Advanced Diploma program rather than the completion of Trent University courses, numerical grades will not be recorded on the Trent transcript. Completion of these credits will be recognized with a pass grade.

6. PROGRAM AND GRADUATION REQUIREMENTS

- 6.1. Upon admission to the Bachelor of Business Administration at Trent, students must satisfy all general education, graduation and major requirements as outlined in the university’s undergraduate calendar. If a student does not have the foundation or skills to enroll in an upper level course because of a lack of the appropriate introductory course(s), any necessary prerequisite course(s) will be required.
- 6.2. If a student transfers to a different degree program, all transfer credits outlined in this agreement may not apply to the new degree program. It is the student’s responsibility to consult an academic advisor, and to notify the Registrar’s Office of any program changes.
- 6.3. To satisfy the requirements of Trent’s Bachelor of Business Administration, students will need to complete specific courses to meet program requirements in addition to the courses they have already been granted from Fleming College. Program requirements are subject to change annually and the Academic Calendar should be consulted for all degree requirements and regulations.
www.trentu.ca/calendar.

Program Requirements	Courses Granted through transfer equivalency	Courses students still need to take
6.0 ADMN credits consisting of ADMN 1000H, 1221H, 2010H, 2100H, 2220H, 2510H, 3021H, 3200H, 3300H, 3400H, 4030H, and 4101H	ADMN 1000H, 2100H, and 2220H	ADMN 1221H, 2010H, 2510H, 3021H, 3200H, 3300H, 3400H, 4030H, and 4101H
3.0 ADMN credits at the 3000 level or beyond in addition to the above	ADMN 3550H and COIS-ADMN 3750H; 0.5 unassigned ADMN 3000 level	1.5 ADMN credits at the 3000 level or beyond in addition to the above
0.5 ADMN credit in addition to the above	ADMN 2230H	---
2.0 ECON credits consisting of ECON 1010H, 1020H, 2200H, and 2250H	ECON 1010H and 1020H	ECON 2200H and 2250H
8.5 additional credits	WRIT 1001H and 2002H; 1.0 unassigned ADMN 1000 level; 1.0 unassigned ADMN 2000 level; 0.5 unassigned ECON 1000 level; 2.0 unassigned ARTS 1000 level	3.0 additional credits
Additional Requirements for Specialization in Marketing		

4.0 ADMN credits – 2.5 credits from ADMN 2080H, 2100H, , 3150H, 3170H, and 4160H and 1.5 credits from ADMN 2410H, 3560H, 3750H, or 4870H	1.0 fulfilled through transfer credit (ADMN 2100H and COIS-ADMN 3750H)	3.0 additional required through 1.5 ADMN credits at the 3000 level and/or 3.0 additional credits required above
General University Requirements		
A minimum of 7.0 credits at the 3000 or 4000 level	1.5 assigned through transfer credit	4.5 required above; 1.0 additional required
A minimum of 3.0 credits with a grade of 60% leading to majors in different disciplines	Fulfilled through transfer credit	---
Maximum of 7.0 credits at the 1000 level	5.5 assigned through transfer credit	0.5 required above; Maximum 1.0 additional permitted
Minimum of 0.5 credit from the Approved Indigenous Course List	---	Minimum of 0.5 credit from the Approved Indigenous Course List

6.4. Completion of required courses will vary on an individual basis based on the flexibility and course options within the Bachelor of Business Administration degree and specific program chosen. Students must achieve the following to fulfill Trent University degree requirements:

- i. A maximum of 7.0 credits at the 1000 level can count towards the degree;
- ii. A maximum of 1.0 credit with a D grade (50-59%) in courses in a major or each joint-major or minor;
- iii. At least 0.5 credit from the Approved Indigenous Course List;
- iv. 7.0 credits completed at the 3000 or 4000 level through both program requirements and general elective options;
- v. An overall minimum average of 65% in Trent University courses to obtain an honours degree;
- vi. 20.0 total credits to obtain an honours degree.

6.5. Students are required to obtain 65% in each course deemed equivalent to ADMN 2100H and COIS-ADMN 3750H at Fleming College in order to meet the requirements of the Specialization in Marketing and Consumer Culture, as outlined in Article 4.1.

6.6. Graduating students who have fulfilled the requirements for the Bachelor of Business Administration may apply for the Specialization in Marketing and Consumer Culture if they have successfully completed the remaining 3.0 specialization credits with a minimum grade of 65% in each. The minimum grade requirements will be waived for credits transferred from Fleming College, as these credits will appear as pass/fail on the transcript. Students must obtain a minimum 65% from the six remaining courses (2.0 credits from ADMN 2080H, 3150H, 3170H, and 4160H and 1.0 credit from ADMN 2410H, 3560H, and/or 4870H) for the Specialization in Marketing and Consumer Culture.

6.7. There is no maximum number of Business Administration courses that a student can enroll in. Therefore, the 3.0 elective credits noted above may be taken within the Business Administration course catalogue.

Note: It is recommended that students transferring into the Bachelor of Business Administration meet with an Academic Advisor at Trent University prior to completing any course selections.

7. IMPLEMENTATION AND REVIEW

This agreement is subject to review whenever either party makes curricular changes that impact the agreement. When a change occurs, the program departments will notify their respective articulation designates so that the agreement can be updated. Articulation designates at each institution will review the agreement annually to ensure

it is current. This Agreement may be terminated by either party. In this case, notice of one year is required. In the event of termination of the Agreement, every effort will be made to ensure that students currently enrolled in the program will not be affected.

8. ACCEPTANCE OF AGREEMENT

We, the undersigned, as the representatives of Trent University and The Sir Sandford Fleming College of Applied Arts and Technology, hereby demonstrate our commitment to full implementation of the Agreement.

For, and on behalf of,
Trent University



Dr. Mark Skinner
Dean of Arts and Science – Social Science

For, and on behalf of,
The Sir Sandford Fleming College of Applied Arts
and Technology



Brett Goodwin, PhD
Acting Vice President Academic Experience

December 11, 2020 _____
Date

January 13, 2021 _____
Date



Dr. Michael Khan
Provost & Vice-President Academic
Trent University

December 11, 2020 _____
Date

APRIL 2021
ADDENDUM
 TO THE
ARTICULATION AGREEMENT #1482
 BETWEEN
THE SIR SANDFORD FLEMING COLLEGE OF APPLIED ARTS AND TECHNOLOGY'S
ONTARIO COLLEGE ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION -
MARKETING
 AND
TRENT UNIVERSITY'S
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) WITH OPTIONAL
SPECIALIZATION IN MARKETING AND CONSUMER CULTURE

This Addendum recognizes the changes outlined below, which shall become effective as of the Fall 2021 intake at Trent University. These changes will remain effective until the above-mentioned Agreement expires or until a new agreement is entered in to, whichever occurs first.

The following changes have occurred at Trent University:

- Changes to Business Administration degree requirements;
- Changes to requirements for the Specialization in Marketing and Consumer Culture.

These changes specifically refer to Section 6 of the Agreement.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS): PROGRAM REQUIREMENTS

Program Requirements	Courses Granted Through Transfer Equivalency	Courses Students Still Need to Take
6.5 ADMN credits consisting of ADMN 1000H, 1221H, 2010H, 2100H, 2220H, 2230H, 2510H, 3021H, 3200H, 3300H, 3400H, 4030H, and 4101H	ADMN 1000H, 2100H, 2220H, and 2230H	ADMN 1221H, 2010H, 2510H, 3021H, 3200H, 3300H, 3400H, 4030H, and 4101H
3.0 ADMN credits at the 3000 level or beyond in addition to the above	ADMN 3550H and COIS-ADMN 3750H; 0.5 unassigned ADMN 3000 level	1.5 ADMN credits at the 3000 level or beyond in addition to the above
2.0 ECON credits consisting of ECON 1010H, 1020H, 2200H, and 2250H	ECON 1010H and 1020H	ECON 2200H and 2250H
8.5 additional credits	WRIT 1001H and 2002H; 1.0 unassigned ADMN 1000 level; 1.0 unassigned ADMN 2000 level; 0.5 unassigned ECON 1000 level; 2.0 unassigned ARTS 1000 level	3.0 additional credits

Additional Requirements for the Specialization in Marketing and Consumer Culture		
2.5 ADMN credits consisting of ADMN 2080H, 2100H, 3150H, 3170H, and 4160H	0.5 fulfilled through transfer credit (ADMN 2100H)	ADMN 2080H, 3150H, 3170H and 4160H as part of 3000 level and elective requirements above
1.5 ADMN credits from ADMN 2410H, 3550H, 3560H, 3750H, or 4870H	1.0 fulfilled through transfer credit (ADMN 3550H and COIS-ADMN 3750H)	0.5 credit from list as part of elective requirements above
General University Requirements		
A minimum of 7.0 credits at the 3000 or 4000 level	1.5 assigned through transfer credit	Minimum 4.5 required above; 1.0 additional required
A minimum of 3.0 credits with a grade of 60% leading to majors in a different discipline	Fulfilled through transfer credit	---
Maximum of 7.0 credits at the 1000 level	5.5 assigned through transfer credit	0.5 required above; Maximum 1.0 additional permitted
Minimum of 0.5 credit from the Approved Indigenous Course List	---	Minimum 0.5 credit from the Approved Indigenous Course List

OCTOBER 2021
ADDENDUM
 TO THE
ARTICULATION AGREEMENT #1482
 BETWEEN
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ONTARIO COLLEGE ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION - MARKETING
 AND
TRENT UNIVERSITY'S
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) WITH OPTIONAL
SPECIALIZATION IN MARKETING AND CONSUMER CULTURE

This Addendum recognizes the changes outlined below, which shall become effective as of the Fall 2022 intake at Trent University. These changes will remain effective until the above-mentioned Agreement expires or until a new agreement is entered in to, whichever occurs first.

The following changes have occurred:

- Changes to requirements in the Business Administration degree program.

These changes specifically refer to Section 6 of the Agreement.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) WITH THE OPTION TO PURSUE A SPECIALIZATION IN MARKETING AND CONSUMER CULTURE: PROGRAM REQUIREMENTS

Program Requirements	Courses Granted Through Transfer Equivalency	Courses Students Still Need to Take
6.0 ADMN credits consisting of ADMN 1000H, 1221H, 2010H, 2100H, 2220H, 2230H, 2510H, 3021H, 3200H, 3300H, 4030H, and 4101H	ADMN 1000H, 2100H, 2220H, and 2230H	ADMN 1221H, 2010H, 2510H, 3021H, 3200H, 3300H, 4030H and 4101H
3.5 ADMN credits at the 3000 level or beyond in addition to the above	ADMN 3550H and COIS-ADMN 3750H; 0.5 unassigned ADMN 3000 level	2.0 ADMN credits at the 3000 level or beyond in addition to the above
2.0 ECON credits consisting of ECON 1010H, 1020H, 2200H, and 2250H	ECON 1010H and 1020H	ECON 2200H and 2250H
8.5 additional credits	WRIT 1001H and 2002H; 1.0 unassigned ADMN 1000 level; 1.0 unassigned ADMN 2000 level; 0.5 unassigned ECON 1000 level; 2.0 unassigned ARTS 1000 level	3.0 additional credits
Additional Requirements for the Specialization in Marketing and Consumer Culture		
2.5 ADMN credits consisting of ADMN 2080H, 2100H, 3150H, 3170H, and 4160H	0.5 fulfilled through transfer credit (ADMN 2100H)	ADMN 2080H, 3150H, 3170H and 4160H as part of 3000 level and/or elective requirements above
1.5 ADMN credits from ADMN 2410H, 3550H, 3560H, 3750H, or 4870H	1.0 fulfilled through transfer credit (ADMN 3550H and COIS-ADMN 3750H)	0.5 credit from the list as part of elective requirements above
General University Requirements		

A minimum of 7.0 credits at the 3000 or 4000 level	1.5 assigned through transfer credit	Minimum 4.5 required above; 1.0 additional required
A minimum of 3.0 credits with a grade of 60% leading to majors in a different discipline	Fulfilled through transfer credit	---
Maximum of 7.0 credits at the 1000 level	5.5 assigned through transfer credit	0.5 required above; Maximum 1.0 additional permitted
Minimum of 0.5 credit from the Approved Indigenous Course List	---	Minimum 0.5 credit from the Approved Indigenous Course List

APRIL 2023
ADDENDUM
 TO THE
ARTICULATION AGREEMENT #1482
 BETWEEN
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ONTARIO COLLEGE ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION - MARKETING
 AND
TRENT UNIVERSITY'S
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) WITH THE OPTION TO PURSUE A
SPECIALIZATION IN MARKETING AND CONSUMER CULTURE

This Addendum recognizes the changes outlined below, which shall become effective as of the Fall 2023 intake at Trent University. These changes will remain effective until the above-mentioned Agreement expires or until a new agreement is entered in to, whichever occurs first.

The following changes have occurred:

- Changes to requirements in the Business Administration degree program reflecting the renumbering of ECON 2250H to ECON 1250H.

These changes specifically refer to Section 6 of the Agreement.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) WITH THE OPTION TO PURSUE A SPECIALIZATION IN MARKETING AND CONSUMER CULTURE: PROGRAM REQUIREMENTS

Program Requirements	Courses Granted Through Transfer Equivalency	Courses Students Still Need to Take
6.0 ADMN credits consisting of ADMN 1000H, 1221H, 2010H, 2100H, 2220H, 2230H, 2510H, 3021H, 3200H, 3300H, 4030H, and 4101H	ADMN 1000H, 2100H, 2220H, and 2230H	ADMN 1221H, 2010H, 2510H, 3021H, 3200H, 3300H, 4030H, and 4101H
3.5 ADMN credits at the 3000 level or beyond in addition to the above	ADMN 3550H and COIS-ADMN 3750H; 0.5 unassigned ADMN 3000 level	2.0 ADMN credits at the 3000 level or beyond in addition to the above
2.0 ECON credits consisting of ECON 1010H, 1020H, 1250H, and 2200H	ECON 1010H and 1020H	ECON 1250H and 2200H
8.5 additional credits	WRIT 1001H and 2002H; 1.0 unassigned ADMN 1000 level; 1.0 unassigned ADMN 2000 level; 0.5 unassigned ECON 1000 level; 2.0 unassigned ARTS 1000 level	3.0 additional credits
Additional Requirements for the Specialization in Marketing and Consumer Culture		
2.5 ADMN credits consisting of ADMN 2080H, 2100H, 3150H, 3170H, and 4160H	0.5 fulfilled through transfer credit (ADMN 2100H)	ADMN 2080H, 3150H, 3170H, and 4160H, as part of ADMN 3000 level or beyond and/or elective requirements above
1.5 ADMN credits from ADMN 2410H, 3550H, 3560H, 3750H, or 4870H	1.0 fulfilled through transfer credit (ADMN 3550H and COIS-ADMN 3750H)	ADMN 2410H, 3560H, or 4870H, as part of ADMN 3000 level and/or elective requirements above

General University Requirements

A minimum of 7.0 credits at the 3000 or 4000 level	1.5 assigned through transfer credit	Minimum 4.5 required above; 1.0 additional required
A minimum of 3.0 credits with a grade of 60% leading to majors in a different discipline	Fulfilled through transfer credit	---
Maximum of 7.0 credits at the 1000 level	5.5 assigned through transfer credit	1.0 required above; Maximum 0.5 additional permitted
Minimum of 0.5 credit from the Approved Indigenous Course List	---	Minimum 0.5 credit from the Approved Indigenous Course List