



**Marketing Articulation Agreement Between
Bellevue College and Columbia Basin College**

This Articulation Agreement (the “Agreement”) is entered into by and between Bellevue College and Columbia Basin 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 Associate in Applied Science - Transfer (AAS-T) in Digital Marketing at Columbia Basin College to the Bachelor of Applied Science (BAS) in Digital Marketing at Bellevue College. This agreement formally recognizes that Columbia Basin 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 Columbia Basin 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 Columbia Basin College credit using the criteria outlined below:

Completion of the AAST in Digital Marketing at Columbia Basin College

Completion of eleven prerequisite courses. All of those are included in Columbia Basin College’s AAS-T in Digital Marketing:

Bellevue College	Columbia Basin College
MATH& 107	MATH& 107
ENGL& 101	ENGL&101



ENGL 201	ENGL& 102 or 235
BUS& 101	BUS& 101
MKTG 101	BUS 265
MKTG 102	BUS 248
MKTG 234	MRKT 150
MKTG 255	BUS 225
MKTG 261	MRKT 251
MKTG 262	MRKT 241
BTS 189	CS 245

While Bellevue College’s social media, online video, lab science and macroeconomics classes are not prerequisites to entering the bachelor degree, the school will accept Columbia Basin College’s matching courses, which counts as required curriculum in the bachelor degree at Bellevue College.

Bellevue College	Columbia Basin College
MKTG 242	MRKT 103
MKTG 244	MRKT 261
ECON& 202	ECON& 202
Any lab science	Any lab science

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 AAS-T in Digital Marketing at Columbia Basin College and meet all of the criteria listed below will be accepted without further review at Bellevue College into the BAS in 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 Columbia Basin College
- A nonrefundable school admissions and placement fee of \$55
- A nonrefundable 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. Columbia Basin College's Obligations

Columbia Basin 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 Columbia Basin 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 Columbia Basin 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 Columbia Basin 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. Non-Discrimination. Neither party shall discriminate against any person on the basis of race, color, national origin, age, perceived or actual physical or mental disability, pregnancy, genetic information, sex, sexual orientation, gender identity, marital status, creed, religion, honorably discharged veteran or military status, or use of a trained guide dog or service animal, as required by Title VI of the Civil Rights Act of 1964, Title VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Sections 504 and 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act and ADA Amendment Act, the Age Discrimination Act of 1975, the Violence Against Women Reauthorization Act and Washington State's Law Against Discrimination, Chapter 49.60 RCW and their implementing regulations.

9. 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 Columbia Basin College:

Kyle Winslow

Dean, Business and Computer Science
Columbia Basin College

2. Notices to Bellevue College:

Rebecca Cory

Associate Dean, Instruction
Bellevue College

Kyle Barber

Program Chair, Marketing
Bellevue College

10. 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



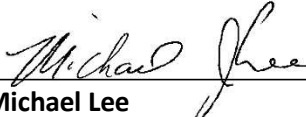
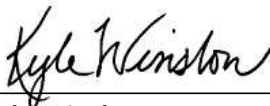


omissions of their respective officers, employees, students or agents in the performance of their duties under this agreement. The Parties agree to provide each other proof of insurance upon request.

11. 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:

 _____ Michael Lee Vice President for Instruction, Columbia Basin College	May 30, 2023 _____ Date
 _____ Kyle Winslow Dean for Business and Computer Science, Columbia Basin College	May 8, 2023 _____ Date
 _____ Rob Viens Vice President, Instruction, Bellevue College	Aug 3, 2023 _____ Date
 _____ Liz Hollerman Dean, School of Business and Technology, Bellevue College	Aug 3, 2023 _____ Date