ARTICULATION AGREEMENT
HILLSBOROUGH COUNTY PROGRAMS OF STUDY PARTNERSHIP

Marketing, Management & Entrepreneurial Principles (9200500) (HCPS)
And
Associate in Science in
Business Administration & Management (AS.BUS.MAN) (HCC)

In a continuing effort to serve the needs of students in Career and Technical Education Programs, **Hillsborough Community College** enters into this agreement with **The School Board of Hillsborough County, Florida,** to award college credit toward an **Associate in Science** degree in Business Administration & Management to graduates of the Hillsborough County Public School's Career and Technical Education program in **Marketing, Management & Entrepreneurial Principles** as delineated below:

Secondary LEA: School District of Hillsborough County, Florida			Postsecondary Institution: Hillsborough Community College		
CTE Courses	Secondary Codes	Postsecondary Course Code	HCC Courses		Credit Awarded
Marketing Essentials	8827110	MAR2011	Principles of Marketing		3
Marketing Applications	8827120				
Marketing Management	8827130				
Total Credits	**3**		**Total Credits**		**3**

This agreement makes it possible to award **3** articulated credits to a student who has completed the stated Hillsborough County Public School's Career and Technical Education Program of Study if the student meets the following criteria:

- Enroll in the Business Administration & Management program seeking a degree in same;
- Request articulation within three years of high school graduation date;
- Furnish official copy of high school transcript indicating Marketing, Management & Entrepreneurial Principles program completion;
- Satisfactorily complete the program with a B or better in the program courses;
- Must matriculate 15 credits of coursework at Hillsborough Community College on either a full or part-time basis to have these articulated credits noted on student's official college transcript.

AND

Hillsborough County Public Schools has complied with the following provisions:

- Hillsborough County Public Schools agrees to provide to the Business Administration & Management Department Chair copies of the course scope & sequences and FLDOE curriculum frameworks for each of the articulated courses prior to each academic school year:
  8827110, Marketing Essentials
  8827120, Marketing Applications
  8827130, Marketing Management

- Hillsborough County Public Schools agrees to meet the teaching objectives for each of the credited courses that Hillsborough Community College offers:
  MAR2011, Principles of Marketing

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- Hillsborough County Public Schools agrees to use the following textbooks/online resources for the articulated courses and not to change textbooks/resources without the prior permission of the Business Administration & Management Department Chair:
  Marketing Essentials, 2016, Glencoe/McGraw-Hill, 9780021402700
  AES Marketing (online curriculum),
    https://www.aeseducation.com/curriculum/business-education/marketing

The articulating agency will annually review the contents of the curriculum and qualifications of teachers employed by Hillsborough County Public Schools. The purpose of the review is to verify that competencies are being taught and are equivalent to the postsecondary institution's course(s) which has been designated as equivalent and for which college credit is being offered.

This articulation agreement for the **3** credit(s) toward the Hillsborough Community College Degree is effective upon both institutions' signatures, and will be reviewed five years from the latter date. This agreement may be terminated by either party upon 60 days written notice.

Signatures below indicate endorsement and attestation of this agreement.

Hillsborough Community College

The School Board of Hillsborough County, Florida

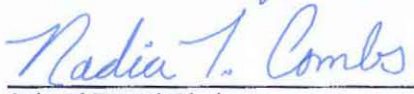I hereby endorse the above articulation agreement:

Ken Atwater 7/25/23	_Van Ayres_ 9/7/23
Dr. Ken Atwater, College President DATE	Van Ayres, Interim Superintendent DATE
signature 7/25/23	_Nadia T. Combs_ 9/7/23
HCC, College Board of Trustees Chair DATE	School Board Chair DATE

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