

**CTE DUAL CREDIT ARTICULATION AGREEMENT 2023-2026**

**College Program:** Business

**Career Cluster:** Business, Management & Administration

**North Seattle College / Seattle Public Schools**

The purpose of this agreement is to grant North Seattle College credit to high school students who have achieved the level of knowledge and skill required for the college-equivalent entry-level course(s) identified in this agreement. Upon successful completion of the identified course competencies with a grade of ‘B’ (3.0) or higher and the high school teacher’s endorsement that the competency requirements have been met, articulated credit will be granted.

The following North Seattle College **Business** course(s) has(have) been approved for CTE Dual Credit articulation with Seattle Public Schools courses as listed below:

<b>High School Courses</b>	<b>College Course</b>	<b>College Credits</b>
Marketing 1 & 2  (2 semesters)	BUS 114  Introduction to Marketing	5

**Student Articulation Procedure**

1. Be enrolled in the required high school class.
2. Register for CTE Dual Credit articulated course during the same academic year the high school class is completed. If a series of courses are involved in the articulation, students register for credit during the same academic year the last course in the series is completed. Students cannot earn “retroactive credit” for courses taken in previous years.
3. Earn a grade of ‘B’ (3.0) or better in *all courses* required under the articulation agreement.
4. Satisfy all learning outcomes and objectives identified on college course outline (*see attached college course outline*).

**High School Instructors**

1. Ensure that the high school course syllabus includes information about CTE Dual Credit, the college course competencies and the process required to earn college credit.
2. Hold students accountable for the same competency standard and course expectations as required by the college-equivalent course (*see college course outline*).
3. Submit final grades for all students registered to earn CTE Dual Credit by the published deadline.
4. Attend scheduled meetings, workshops or professional development activities that enhance the high school/college partnership & support implementation of the CTE Dual Credit articulated program.

## **ARTICULATION AGREEMENT LEARNING OUTCOMES CHECKLIST**

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**The following college course outcomes must be satisfied in the related high school course to meet the standards of the articulation agreement (80% at minimum):**

### **COURSE OUTCOMES\*:**

#### **BUS 114 – Introduction to Marketing, 5 credits**

- Define marketing and the diverse factors influencing marketing activities
- Generate a company mission statements and organizational chart for your new company
- Analyze social forces, regulatory and competitive forces with their effect on marketing
- Describe the issues of ethics and social responsibility in marketing
- Distinguish among the stages in the consumer purchase decision process
- Debate the importance of the environmental forces that shape global marketing efforts
- Explain the five-step marketing research approach that leads to marketing actions
- Develop a market-product grid to identify a target market and recommend resulting actions
- Outline the significance of the factors contributing to the success or failure of a new product or service
- Complete the steps in setting a final price for a product or service
- Select the promotional approach to a product's target audience, life-cycle stage and channel strategy
- Analyze the advantages and disadvantages of various advertising media, sales promotions and public relations
- Apply the different stages in the personal selling process
- State what interactive marketing is and how it creates customer value, customer relationships, and customer experiences
- Generate a marketing plan

*\*Master Course Outline, version Winter 2012.*