



**New Mexico Highlands University  
and  
Santa Fe Community College  
Transfer Agreement**



**Bachelor of Business Administration - Media Marketing**

Students completing the Associate of Arts (AA) in Business Administration at Santa Fe Community College (SFCC) can apply those credits and courses directly toward the Bachelor of Business Administration (BBA) with concentration in Media Marketing at New Mexico Highlands University (NMHU).

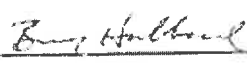



**Important Notes:**

1. Students must choose a concentration.
2. The graduation requirements are at least (1) 120 total credits; (2) a cumulative NMHU 2.0 GPA; (3) 45 upper level credits (courses numbered 3000-4999); and (4) 30 credits of residency completed at NMHU.
3. Students who have an earned Associate's (AA or AS) Degree will satisfy NMHU proficiency and extended core.
4. Substituted program courses must have a grade of "C" or higher.

Santa Fe Community College			New Mexico Highlands University		
<b>General Education Requirements - 34 credits</b>			<b>Total BBA Program Core: 51 credits</b>		
<b>Communications - 9 credits</b>			<b>BBA Program Core Transferred from SFCC: 30 - 36 credits</b>		
<b>Mathematics - 4 credits</b>			<b>BBA Program Core Remaining: 15 - 21 credits</b>		
ENGL 1110	Composition I	3	Remaining 2 courses from Related Requirements list taken at SFCC or NMHU.		6
ENGL 1120	Composition II	3	BMIS 3760	Integrated Business Applications	3
ENGL 2210	Professional & Technical Comm	3	BUSA 4110	Business Research	3
<b>Laboratory Science - 8 credits</b>			INTB 4400	International Business	3
MATH 1220	College Algebra (or equivalent)	4	MGMT 3250	Ops Research & Scientific Mgmt	3
Choose	2 Lab Science (from 2 different disciplines)	8	MGMT 4890	Strategic Management	3
<b>Social/Behavioral Sciences - 6 credits</b>			<b>Media Marketing Concentration - 28 credits</b>		
ECON 2110	Macroeconomic Principles	3	FDMA 1210	Visual Concepts	4
ECON 2120	Microeconomic Principles	3	FDMA 1545 or	Intro. to Photo. & Digital Imaging or	4
<b>Humanities - 3 credits</b>			FDMA 2521	Videography	4
Choose	Humanities	3	FDMA 2533	Imaging History and Production	4
<b>Creative and Fine Arts - 3 credits</b>			MART 3130 or	Design for the Web or	4
Choose	Creative and Fine Arts	3	MART 3730	Typography	4
<b>Health and Wellness - 1 credit</b>			MKTG 4150	Consumer Behavior	3
Choose	Health and Wellness	1	MKTG 4460 or	Social Media or	3
<b>Program Requirements - 19 credits</b>			MKTG 4510	Internet Marketing Strategies	3
ACCT 2110	Principles of Accounting I	4	MKTG 4730	Advertising	3
BCIS 1110	Fundamentals of Info Literacy	3	MKTG 4840	Marketing Management	3
BLAW 2110	Business Law I	3	<b>Electives - 15 credits</b>		
BUSA 1110	Introduction to Business	3	3000-4999	Upper Level Electives	15
MATH 1350	Introduction to Statistics	3	1000-4999	Electives (Any level)	0
MGMT 2110	Principles of Management	3	<b>Summary</b>		
<b>Related Requirements - Choose 7 credits min.</b>			<b>SFCC AA-Business Admin</b>		
ACCT 2120	Principles of Accounting II	4	<b>NMHU BBA-Core</b>		
BFIN 2110	Introduction to Finance	3	<b>NMHU BBA - Media Marketing Concentration</b>		
BUSA 2460	Business Ethics	3	<b>Upper Level Electives (3000-4999)</b>		
MKTG 2110	Principles of Marketing	3	<b>Any Level Electives (1000-4999)</b>		
<i>The 4 courses in the Related Requirements are required at NMHU, but only 2 of the 4 are required at SFCC.</i>			<b>Total Credit Hours</b>		
<i>The remaining 2 courses can be taken at SFCC or NMHU.</i>			<b>124</b>		
<b>AA Program Total</b>			<b>60</b>		

**New Mexico Highlands University and Santa Fe Community College  
Transfer Agreement  
Bachelor of Business Administration**

- Students completing the Associate of Arts in Accounting or Business Administration at Santa Fe Community College can apply those credits and courses directly toward the Bachelor of Business Administration with one of the concentrations or the Bachelor of Sciences in General Business at New Mexico Highlands University.
- The transfer and articulation of the commonly numbered coursework within this articulation agreement is supported by The Post-Secondary Education Articulation Act, 21-18, NMSA 1978.
- This Articulation Agreement is designed to guide students in earning their Associate of Arts in Business, completing their New Mexico General Education Core and any prerequisite requirements for the Bachelors of Business Administration. The alignment between the Associates and BBA will prepare students to enroll in Junior level business programming upon transfer.
- Students who earn their Associate of Arts and transfer to NMHU will be granted a waiver for NMHU's proficiency, extended core, outstanding state core, and minor requirements.
- This Agreement will be reviewed by SFCC and NMHU annually.
- This Transfer Articulation Agreement shall not exceed eight (8) years.

SANTA FE COMMUNITY COLLEGE	NEW MEXICO HIGHLANDS UNIVERSITY
Signature: <u></u>	Signature: <u></u>
Printed Name: <u>Barry Hubbard, Ph.D.</u> Dean, School of Business, Professional Studies, & Education	Printed Name: <u>Dr. D. Veena Parboteeah</u> Dean, School of Business, Media, & Technology
Signature: <u></u>	Signature: <u></u>
Printed Name: <u>Margaret Peters</u> Vice President of Academic and Student Affairs	Printed Name: <u>Roxanne Gonzales</u> Provost and Vice President of Academic Affairs

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**REGISTRARS**