

MEMORANDUM OF UNDERSTANDING
ADVANCE STANDING CREDIT

MARKETING

Brevard Community College (BCC) will award postsecondary advance standing credit to eligible high school students who have graduated from Brevard Public Schools and completed the secondary Career and Technical Education program courses in Marketing. *The student will not be charged tuition or fees for the postsecondary credit awarded through this advance standing credit agreement.* Listed below are the courses that must be completed at the secondary level:

Course Number	High School Course Title	High School Credit
8827110	Marketing Essentials	1
8827120	Marketing Applications	1
8827130	Marketing Management	1

BCC will award advance standing credit for the following courses towards the applicable BCC Business Administration Associate in Applied Science (AAS) degree or related certificate program:

Course Number	Brevard Community College Course Title	College Credit
ADV 1000	Advertising	3
MAR 1011	Marketing Principles	3
MKA 1021	Principles of Selling	3

The procedure for obtaining the advance standing credit will be in accordance with the guidelines below.

1. Student must meet the following criteria:

- Cumulative grade point average of 3.0 in the above mentioned Brevard Public School Marketing courses.
- High School Diploma or GED
- After graduation, apply to BCC and select the Business Administration major (refer to the BCC catalog for program requirements).
- Enroll and successfully complete the **required 6 credit hours** in *MAR 2XXX Marketing Decision Making* and GEB 1011 Introduction to Business with a grade of "C" or better. Students must refer to the college catalog at time of starting BCC for the most up-to-date programs and required courses.

College course sequence (required and recommended) to apply toward the Business Administration program:

(REQUIRED) MAR 2XXX – Marketing Decision Making (3 credits)
(REQUIRED) GEB 1011 – Introduction to Business (3 credits)
(Recommended) CGS 2100 – Microcomputer Applications (3 credits)
(Recommended) ACG 2021 – Financial Accounting (3 credits)

2. Following completion of the required credits at BCC, the student must petition the Registrar to have advance standing credit placed on their permanent record. Credit will be awarded with the grade of "S" which will not affect the GPA.
3. The student must enroll in the appropriate BCC courses or program no later than three years after the last high school attendance.

Questions regarding this agreement should be addressed to the appropriate Brevard Community College program Workforce Director and/or Director, Career and Technical Education, Brevard Public Schools.

This Memorandum of Understanding shall be effective upon the signature of the district superintendent or his designee and the community college president or his designee. This agreement shall remain in effect until reviewed and modified every two years, or terminated by either party upon thirty (30) days written notice prior to the end of a term or by mutual consent.

President, Brevard Community College
or designee

April 3, 2008
Date

District Superintendent
Brevard Public Schools
or designee

Date