

**MEMORANDUM OF UNDERSTANDING FOR  
BACHELOR OF SCIENCE IN MARKETING (SUSTAINABILITY & GLOBAL  
MARKETS CONCENTRATION)  
BETWEEN  
LARAMIE COUNTY COMMUNITY COLLEGE  
AND  
THE UNIVERSITY OF WYOMING**

- 1. Parties.** This Memorandum of Understanding (hereinafter “MOU”) is made and entered into by and between the University of Wyoming (hereinafter “University”) and Laramie County Community College (hereinafter “Institution”).
- 2. Purpose.** This MOU provides students who have earned the associates degree in Business & Finance, as described below, from the Institution, the opportunity to complete a bachelor’s degree in Marketing (Sustainability & Global Markets Concentration) at the University. By this MOU Institution and University express a shared commitment to increasing opportunities for student access to and success in higher education.
- 3. Term.** This MOU shall commence upon the start of the 2017-18 Academic Year and shall remain in full force and effect for five years, subject to an annual review by both parties. If during the annual review, both parties agree that this MOU needs to be amended, amendments will be made to the MOU in accordance with Section (9)(A) below.
- 4. Termination.** Either party can terminate this MOU without cause, upon one (1) year prior written notice. Both parties agree that, should either party desire to terminate this MOU, students currently enrolled prior to the termination date and who remain continuously enrolled will be allowed to complete the program as articulated.
- 5. Responsibilities of the University of Wyoming:**
  - A.** Any Institution student who has earned an Associate of Science degree with coursework that adheres to the guidelines within this MOU is guaranteed that the University will:
    - i. Apply the relevant general education credits;
    - ii. Accept designated major related credits;
    - iii. Give the student University class standing consistent with the articulated curriculum herein and in a manner consistent with the University students already enrolled in the Bachelor of Science degree.
    - iv. Apply the same academic progress and graduation standards to Institution transfer students as are applicable to University students already in enrolled in the College in the same catalog year.

- v. Provide transfer students from the Institution with access to financial aid, scholarships, and student services on a similar basis as other similarly situated University students.

**B.** Additional Program Specific responsibilities are outlined in Exhibit A (2 plus 2 degree plan), which is hereby incorporated into this MOU.

**6. Responsibilities of Laramie County Community College:**

**A.** Institution, upon request of students, will provide verification of completed courses to the University through its Office of Registration and Records.

**B.** Additional Program Specific responsibilities are outlined in Exhibit A (2 plus 2 degree plan), which is hereby incorporated into this MOU.

**7. Conditions of Transfer.** Institution students maintaining continuous enrollment under this MOU and following the curriculum plan in place under the Institution's catalog of record for the year student started at the Institution will matriculate to the University academic program in place for that same catalog year. A break in enrollment that is not a summer semester may cause the student to be readmitted under a different catalog year.

**8. Program Plan.** While a course-by-course equivalence was used in the development of this plan, this MOU presumes that the general education core requirements at Institution meet general education requirements at the University under the statewide block transfer articulation agreement, which is hereby incorporated herein. Students falling under this MOU will be responsible for successfully completing the additional program core requirements as noted in Exhibit A (2 plus 2 degree plan), which is hereby incorporated into this MOU.

**9. General Provisions**

**A. Amendments.** Either party may request changes in this MOU. Any changes, modifications, revisions or amendments to this MOU which are mutually agreed upon shall be incorporated by written instrument, executed and signed by all parties to this MOU. Any amendments made to this MOU that impact students, will only affect students who enroll in the degree program from the date of the amendment forward.

**B. Applicable Laws/Equal Employment Opportunity.** Both parties shall fully adhere to all applicable local, state and federal law, including equal employment opportunity and including but not limited to compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the American with Disabilities Act of 1990. The University is committed to equal opportunity for all persons in all facets of the University's operations and is an Equal Opportunity/Affirmative Action employer. The University will provide all applicants

for admissions, employment and all University employees with equal opportunity without regard to race, gender, religion, color, national origin, disability, age, protected veteran status, sexual orientation, genetic information, gender identity, creed, ancestry, political belief, any other applicable protected category, or participation in any protected activity. The University ensures non-discriminatory practices in all matters relating to its education programs and activities and extends the same non-discriminatory practices to recruiting, hiring, training, compensation, benefits, promotions, demotions, transfers, and all other terms and conditions of employment.

**C. Entirety of MOU.** This MOU represents the entire and integrated MOU between the parties and supersedes all prior negotiations, representations and MOUs, whether written or oral.

**D. Governmental Claims.** Any actions or claims against either party under this MOU must be in accordance with and are controlled by the Wyoming Governmental Claims Act, W.S. 1-39-101 et seq. (1977) as amended.

**E. Interpretation.** The construction, interpretation and enforcement of this MOU shall be governed by the laws of the State of Wyoming.

**F. Notices.** All notices and other correspondence related to this MOU shall be in writing and shall be effective when delivered by: (i) certified mail with return receipt, (ii) hand delivery with signature or delivery receipt provided by a third party courier service (such as FedEx, UPS, etc.), (iii) fax transmission if verification of receipt is obtained, or (iv) email with return receipt, to the designated representative of the party as indicated below. A party may change its designated representative for notice purposes at any time by written notice to the other party. The initial representatives of the parties are as follows:

**To University:**  
1000 E. University Avenue  
Laramie, WY 82071

**To Institution:**  
1400 E. College Dr.  
Cheyenne, WY 82007

**G. Prior Approval.** This MOU shall not be binding upon either party unless this MOU has been reduced to writing before performance begins as described under the terms of this MOU, and unless this MOU is approved as to form by the Office of General Counsel.

**H. Severability.** Should any portion of this MOU be judicially determined to be illegal or unenforceable, the remainder of the MOU shall continue in full force and effect.

**I. Sovereign Immunity.** Neither party waives its sovereign or governmental immunity by entering into this MOU, and fully retains all immunities and defenses

provided by law with respect to any action based on or occurring as a result of this MOU.

**J. Third Party Beneficiary Rights.** The parties do not intend to create in any other individual or entity the status of third party beneficiary, and this MOU shall not be construed so as to create such status. The rights, duties and obligations contained in this MOU shall operate only between the parties to this MOU, and shall inure solely to the benefit of the parties to this MOU. The provisions of this MOU are intended only to assist the parties in determining and performing their obligations under this MOU. The parties to this MOU intend and expressly agree that only parties signatory to this MOU shall have any legal or equitable right to seek to enforce this MOU, to seek any remedy arising out of a party's performance or failure to perform any term or condition of this MOU, or to bring an action for the breach of this MOU.

**K. Legal Authority.** Each party to this MOU warrants that it possesses the legal authority to enter into this MOU and that it has taken all actions required by its regulations, procedures, bylaws, and/or applicable law to exercise that authority, and to lawfully authorize its undersigned signatory to execute this MOU and to bind it to its terms. The person(s) executing this MOU on behalf of a party warrant(s) that such person(s) have full authorization to execute this MOU.

**10. Signatures.** In witness whereof, the parties to this MOU through their duly authorized representatives have executed this MOU on the days and dates set out below, and certify that they have read, understood, and agreed to the terms and conditions of this MOU as set forth herein.

RECOMMENDED BY:

**Laramie County Community College**

**University of Wyoming**

  
\_\_\_\_\_  
Department Head, LCCC

\_\_\_\_\_  
Department Head, Management & Marketing, UW

Date:

9-28-17

Date:

  
\_\_\_\_\_  
Dean/Division Chair, LCCC

\_\_\_\_\_  
Dean, College of Business, UW

Date:

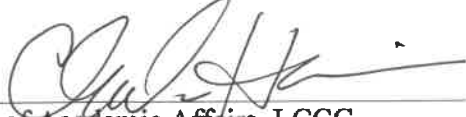
9/28/17

Date:

APPROVED BY:

**Laramie County Community College**

**University of Wyoming**

  
\_\_\_\_\_  
VP of Academic Affairs, LCCC

\_\_\_\_\_  
VP of Academic Affairs, UW

Date:

9-29-17

Date:

Laramie County Community College-UW MOU Marketing (Sustainability & Global Markets Concentration), BS

# Business & Finance, AS



## Laramie County Community College

### FRESHMAN YEAR

Fall Semester			Hrs	Spring Semester			Hrs
ACCT	2010	Principles of Accounting I *	3			Aesthetic Analysis Elective	3
COLS	1000	Intro to College Success: First-Year Seminar	3	ACCT	2020	Principles of Accounting II *	3
ECON	1200	Economics, Law, & Government	3	CO/M	1010	Public Speaking *	3
ENGL	1010	English I: Composition *	3	ECON	1010	Principles of Macroeconomics *	3
MATH	1400	Pre-Calculus Algebra	3	MATH	2350	Business Calculus I *	4
<b>TOTAL</b>			<b><u>15</u></b>	<b>TOTAL</b>			<b><u>16</u></b>

### SOPHOMORE YEAR

Fall Semester			Hrs	Spring Semester			Hrs
MGT	2100	Principles of Management**	3	FIN	2100	Corporate Finance **	3
BADM	2010	Business Law I **	3	MKT	2100	Principles of Marketing**	3
ECON	1020	Principles of Microeconomics *	3	IMGT	2400	Introduction to Information Management *	3
MATH	2355	Mathematical Applications for Business *	4	STAT	2010	Statistical Concepts - Business *	4
		Laboratory Science Elective	4	<b>OR</b>			
				STAT	2070	Intro Statistics for the Social Sciences * (4 hrs)	
<b>TOTAL</b>			<b><u>17</u></b>	<b>TOTAL</b>			<b><u>13</u></b>
<b>TOTAL LCCC AS DEGREE HOURS</b>							<b><u>61</u></b>

Successful completion of the 2+2 plan requires that a student remain continuously enrolled and graduate with the associate's degree from his or her respective community college. • If an associate's degree includes transfer credit from another institution, those external credits may not have equivalencies at the University of Wyoming (UW) and can impact the nature of the 2+2 plan. Please consult with an academic advisor. • Be aware that different academic institutions have different grading policies that can impact the transfer of courses. Please consult with an academic advisor. • This is a guide for course work in the major; actual course sequence may vary by student. Please refer to the online student degree evaluation. • Not all courses are offered every semester and some electives may have prerequisites. Students should review the course descriptions in the catalogs of their respective institutions and consult with their academic advisor to plan accordingly. • Academic plans and course schedules may need to be altered if ACT or Math Placement scores require a student to take pre-college courses (e.g., MATH 0900, 0921, or 0925) before taking required math or English courses.

#### Laramie County Community College requirements:

In order to graduate, students must successfully complete a minimum of 60 credit hours, 15 of which must be from Laramie County Community College, with a grade point average of 2.0 or better at course level of 1000 or higher (ENGL 1001 does not apply).

#### University of Wyoming requirements:

Students must have a minimum cumulative GPA of 2.0 to graduate. • Students must complete 42 hours of upper division (3000-level or above) coursework, 30 of which must be from UW. • Courses must be taken for a letter grade unless offered only for S/U.

# Marketing (Sustain & Global Mkt), BS



University of Wyoming

## JUNIOR YEAR

Fall Semester			Hrs	Spring Semester			Hrs
	3110	Ethics**^	3		3000+	Electives	6
		Elective	3	MKT	4540	International Marketing**	3
DSCI	3210	Intro to Operations & Supply Chain Mgmt. **	3	MKT	4600	Campus Sustainability**	3
MKT	4240	Consumer Behavior**	3			Electives	3
		Non-Business Elective	3				
<b>TOTAL</b>			<b><u>15</u></b>	<b>TOTAL</b>			<b><u>15</u></b>

## SENIOR YEAR

Fall Semester			Hrs	Spring Semester			Hrs
ECON	2400	Economics of the Environment#		MKT	4450	Advanced Marketing Management**	C3 3
		OR	3	MKT	4520	Marketing Research & Analysis**	3
BUSN	4540	Global Business Ideas		MGT	4800	Business Strategy and Policy **†	3
MKT	4590	Sustainable Business Practices**	3	3000+		Electives	6
		Electives	8				
<b>TOTAL</b>			<b><u>14</u></b>	<b>TOTAL</b>			<b><u>15</u></b>
						<b>TOTAL UW HOURS</b>	<b><u>59</u></b>
						<b>TOTAL UW BS DEGREE HOURS</b>	<b><u>120</u></b>

### UW College of Business requirements:

This program has been formulated to meet the requirements of UW, the UW College of Business, and the Association to Advance Collegiate Schools of Business (AACSB) International. • A 2.50 cumulative transfer grade point average required. • A 2.50 grade point average is required in all College of Business courses. • A 2.50 grade point average is required in all UW courses. • 50% of business credit hours must be from UW. • A maximum of six (6) hours of freshman/sophomore-level military science and a maximum of six (6) hours of junior/senior-level military science may be applied to degrees in the College of Business.

### UW Marketing Program Notes:

- \* Component of Advanced Business Standing. A grade of C or above is required.
- \*\* Common Body of Knowledge or Major Specific Core course. A grade of C or above is required.
- † Passing MGT 4800 includes a passing score on the required ETS standardized test for COB majors.
- # If ECON 2400 is used, then one of the Electives will need to be an Upper Division level course.
- ^ Choose from one of the following courses:  
 MGT 3110 Business Ethics  
 MKT 3110 Marketing Ethics  
 INBU 3110 Global Business Ethics

AS Business			Equivalent University of Wyoming Courses		
General Education			General Education		
Course	Course Title	Credits	Course	Course Title	Credits
COLS 1000	FIRST YEAR SEMINAR	3	FYS 1000	FIRST YEAR SEMINAR	3
CO/M 1010	PUBLIC SPEAKING	3	COJO 1010	PUBLIC SPEAKING	3
ENGL 1010	English I: Composition	3	ENGL 1010	Freshman English	3
MATH 1400	PRE-CALCULUS ALGEBRA	4	MATH 1400	COLLEGE ALGEBRA	3
*MATH 2350	BUSINESS CALCULUS	4	*MATH 2350	BUSINESS CALCULUS I	4
*MATH 2355	MATHEMATICAL APPLICATIONS FOR BUSINESS	4	*MATH 2355	MATHEMATICAL APPLICATIONS FOR BUSINESS	4
STAT 2010 -OR- STAT 2070	Statistical Concepts	4	STAT 2050 -OR- STAT 2070	Statistical Concepts	4
ECON 1200	Economics, Law, and Government	3	ECON 1200	Economics, Law, and Government	3
Arts and Humanities Elective		3	Human Culture Elective		3
Lab Science Elective		4	Science Elective		4
<b>Total General Education Credits</b>		<b>34</b>	<b>Total General Education Credits</b>		<b>34</b>
Business Core			Business Core		
Course	Course Title	Credits	Course	Course Title	Credits
ACCT 2010	Principles of Accounting I	3	ACCT 1010	Principles of Accounting I	3
ACCT 2020	Principles of Accounting II	3	ACCT 1020	Principles of Accounting II	3
BADM 2010	Business Law I	3	MGT 1040	Legal Environment of Business	3
ECON 1010	Principles of Macroeconomics	3	ECON 1010	Principles of Macroeconomics	3
ECON 1020	Principles of Microeconomics	3	ECON 1020	Principles of Microeconomics	3
FIN 2100	Corporate Finance	3	FIN 3250	Corporate Finance	3
IMGT 2400	Introduction to Information Management	3	IMGT 2400	Introduction to Information Management	3
MGT 2100	Principles of Management	3	MGT 3210	Management and Organization	3
MKT 2100	Principles of Marketing	3	MKT 3210	Introduction to Marketing	3
<b>Total Business Core Credits</b>		<b>27</b>	<b>Total Business Core Credits</b>		<b>27</b>
<b>Total Business AS Hours</b>		<b>61</b>	<b>Total Business AS Hours</b>		<b>61</b>

\*Math 2200 and 2205 may be substituted for Math 2350 and 2355.

**Courses needed for major in Marketing (core courses and one concentration)**

Non-Business Electives		3	
DSCI 3210	Introduction to Operations & Supply Chain Management	3	
MGT 4800	Business Strategy and Policy	3	
MKT 3110	Marketing Ethics -or- MGT 3110 Business Ethics -or- INBU 3110 Global Business Ethics	3	
MKT 4240	Consumer Behavior	3	
MKT 4520	Marketing Research and Analysis	3	
MKT 4450	Advanced Marketing Management C3	3	21

and

Sustainability and Global Markets Concentration

MKT 4600	Campus Sustainability	3	
MKT 4590	Sustainable Business Practices	3	
MKT 4540	International Marketing	3	
ECON 2400	Economics of the Environment -or- BUSN 4540 Global Business Issues	3	
Free electives		26	38 59

- A minimum of 3-6 of 26 credit hours must be 3000/4000 level

NOTE: if a student takes ECON 2400, they need to offset with upper division hours

or

Customer Experience Management Concentration

MKT 4230	Integrated Marketing Communication	3	
MKT 4590	Sustainable Business Practices	3	
MKT 4440	Marketing of Services	3	
MGT 4410	Human Resources Management -or- MKT 4210 Sales Management	3	
Free electives		26	38 59

- A minimum of 3 of 26 credit hours must be 3000/4000 level

or

Supply Chain Management Concentration

DSCI 4220	Purchasing	3	
DSCI 4240	Computer Applications in Decision Science	3	
DSCI 4270	Logistics	3	
DSCI 4280	Supply Chain Management	3	
Free electives		26	38 59

- A minimum of 3 of 26 credit hours must be 3000/4000 level

\*One of two would be taken as part of AS Degree at LCCC

Transfer students must complete a minimum of 30 upper division credit hours from UW.