



**TRANSFER**  
**ARTICULATION AGREEMENT**  
**MARKETING/MARKETING**

**ISIL**

**Av. la Fontana 955  
La Molina 15024  
Peru**

**And**

**LIM College**

**12 East 53<sup>rd</sup> Street  
New York, NY 10022**



## I. PURPOSE

ISIL, a college with four campuses in Peru and LIM College, an institution in New York, NY, agree to articulate the programs outlined in this document to ensure a smooth transfer process for ISIL graduates.

The purpose of this Articulation Agreement (the “Agreement”) is to establish collaboration between ISIL and LIM College, to promote degree completion and facilitate the transfer process. This Agreement provides assurance that students will matriculate into LIM College with junior standing. The following general principles guide the operation of this Agreement:

## II. ADMISSIONS

This agreement only applies to students who have successfully met graduation requirements in ISIL’s Professional Technician degree program (Titulo de Profesional Técnico) in Marketing prior to enrollment at the transfer institution. They will be accepted to LIM College based on the following conditions:

### GUARANTEED ACCEPTANCE

ISIL graduates who have met all requirements to be awarded the Professional Technician degree in Marketing as well as proven language proficiency\* will be **guaranteed transfer\*\*** admission to LIM College’s Bachelor of Business Administration (B.B.A.) program in Marketing.

**\*Applicants must submit proof of language proficiency by meeting the minimum score requirements on any of the following exams:**

Third Party Examinations	Acceptance Level
TOEFL	Internet-80 Paper-550
IELTS	6.5
Pearson Test of English Academic (PTE)	55

\*\*ISIL graduates must also have met all other requirements as outlined elsewhere in this Agreement and any other applicable standards for LIM College admission. Further, such admission may be withheld by LIM College for any student that has been found to have committed any offense which led to discipline at ISIL or otherwise violated ISIL’s applicable codes of conduct, standards set forth in student handbooks, or any other applicable behavioral standard, in any way. The determination to withhold admission to a student on the foregoing basis will be made after consultation between both parties but will be made solely by LIM College at LIM College’s sole discretion.

## III. ACCEPTANCE OF CREDITS

69 credits from the Professional Technician degree in Marketing will be applied toward the completion of the articulated bachelor’s degree program.



If all credits do not count for requirements in the major, they will then count as elective credit, unless a student exceeds the maximum allowable number of elective credits.

Students will receive a transfer credit evaluation at the time of admission.

#### **IV. REMAINING CREDITS AT RECEIVING INSTITUTION**

Students who attend LIM College under this agreement will be required to fulfill LIM College bachelor's degree requirements that are in effect the semester/year they matriculate, not to exceed the number of remaining credits outlined in Appendix A.

#### **V. MASTER'S OPPORTUNITY**

Students who complete the B.B.A. Marketing with a GPA of 2.5 or higher are guaranteed admission to any of LIM College's one-year Master of Professional Studies (M.P.S.) degree programs. In order for an M.P.S. program to be completed within one year, students must complete a fall, spring, and summer semester.

#### **VI. GLOBAL PATHWAY OPPORTUNITY**

Students who do not meet the minimum requirements to demonstrate English language proficiency, can enroll in LIM College's Global Pathway to Fashion Program. Students enrolled in the Pathway Program will take per semester one course for credit in the B.B.A. Marketing, one fashion-focused non-credit English language class, and one non-credit LIM elective.

A student who has a **TOEFL score between 65 and 72**, or the equivalent score from another approved English language proficiency exam or are enrolled at one of LIM College's partner English language schools and have completed an equivalent level will be admitted into the Global Pathway to Fashion program (and the student's chosen LIM degree program) for **two semesters**.

A student who has a **TOEFL score between 73 and 79**, or the equivalent score from another approved English language proficiency exam or are enrolled at one of LIM College's partner English language schools and have completed an equivalent level will be admitted into the Global Pathway to Fashion program (and the student's chosen LIM degree program) for **one semester**.

Upon successful completion of the Global Pathway program, the student will begin full-time coursework toward the B.B.A. Marketing degree.

#### **VII. F-1 STUDENT VISA TO STUDY IN THE U.S.**

Students admitted into LIM College's degree programs, or the Global Pathway to Fashion, will need to request an F-1 student visa at the U.S. consulate in Peru in order to study in the U.S. To apply for an F-1 student visa, students must obtain a Form I-20 from LIM College's Office of International Student Services. More information on the I-20 application process can be found at [www.limcollege.edu/iss](http://www.limcollege.edu/iss) under the section "Applying for Form I-20". In addition to a Form I-20, students will need to provide other documents as required by the U.S. consulate. Please consult



the instructions on the consulate website: <https://www.usembassy.gov/>

Students who successfully obtain an F-1 student visa from the consulate will be able to enter the U.S. with the approved visa and a Form I-20 from LIM College to begin their studies at LIM College. Upon entry in the U.S., students will be granted an F-1 student status which they must maintain at all times. Students can learn about F-1 student status rules and regulations in LIM College's International Student Handbook at [www.limcollege.edu/iss](http://www.limcollege.edu/iss) and during mandatory New International Student Orientation.

Upon successful completion of their degree program at the LIM College, students may choose to apply for Optional Practical Training (OPT) – work authorization which allows students to get real-world work experience related to their field of study for a period of up to 12 months.

### **VIII. PROMOTION/OUTREACH**

ISIL and LIM College will work together to promote this Agreement to the participants through the distribution of marketing materials. The parties may utilize each other's trademarks in connection with promoting the Agreement, provided the other party pre-approves such use; neither party shall gain any right, title or interest in any name or trademark of the other party.

ISIL and LIM College grant a reciprocal license for each to use the name and/or logo of the other educational institution for the purpose of promotion and advertisement of this specific agreement, addressing graduates of ISIL, promoting their degree completion. Neither party is authorized to use the other's name and/or logo for any purpose other than stated herein. Advertisement will be disseminated only after consultation between the parties. ISIL and LIM College will communicate their marketing and promotion plan to each other to avoid duplication and to make effective use of promotion resources.

### **IX. TERM/MONITOR/REVIEW**

- A. The initial term of this agreement shall be three years from the date of the signature.
- B. The agreement may be amended or renewed by mutual agreement and will be formalized via revision of this agreement.
- C. LIM College will provide ISIL annually with statistics regarding transfer students from ISIL. Data includes: number of applications, enrollments, transfer credits, GPAs, and completion statistics.
- D. ISIL and LIM College agree to communicate program changes in a timely manner to avoid disruption of student progress toward degree completion.

### **X. TERMINATION**

The Agreement may be terminated by either party for due cause and after written notification with a minimum of 90 days' notice. Termination of the Agreement will not affect any students currently enrolled at or accepted to LIM College at the time of termination.



## **XI. MISCELLANEOUS**

### **FERPA**

Both parties recognize that the Family Educational Rights and Privacy Act (FERPA) affords students certain rights to privacy with respect to their education records. Personally identifiable (non-directory) information containing student education records may not be disclosed without the student's written consent unless designated by FERPA. The parties agree to abide by FERPA and its implementing regulations and any other applicable laws or acts, including any New York laws governing disclosure of personally identifiable information, and not disclose any personal identifiable information provided by any party to any party except as ordered by a court of competent jurisdiction. ISIL shall provide written notice to Counterparty prior to releasing any information under the terms of this section.

### **NO ASSIGNMENT**

This Agreement is not assignable. Any attempt by either Party to assign or transfer this Agreement or any interest herein (including, without limitation, rights and duties of performance) without the prior written consent of the other Party is void and without effect.

### **GOVERNING LAW AND DISPUTE RESOLUTION**

This Agreement is made under and shall be construed and governed under the laws of the United States of America and the State and City of New York and Parties hereby submit to the non-exclusive jurisdiction of the federal and state Courts of New York.

## **XII. APPENDICES**

As part of this agreement, the following has been included:

Appendix A: Program to Program Table

Appendix B: LIM College Courses Required to Complete Degree Program

**Appendix A**

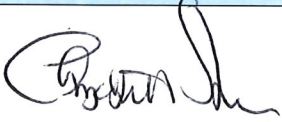

<b>Transfer Guide</b>			
<b>ISIL Professional Technician degree, Marketing to LIM College B.B.A. Marketing</b>			
<b>Curriculum Year: 2019-2020</b>			
<b>Courses at ISIL</b>	<b>Credit Amount</b>	<b>Course at LIM College</b>	<b>Credit Amount</b>
FUNDAMENTOS DE MARKETING	3	MRKT 1550 Marketing	3
COMUNICACION ESCRITA	4	LA 9999 Liberal Arts Elective	4
INFORMACION CONTABLE FINANCIERA PARA LOS NEGOCIOS	3	ACCT 2700 Accounting	3
ANALISIS DE DATOS	3	MATH 1300 Introduction to Statistics	3
COMPORTAMIENTO DEL CONSUMIDOR Y SOCIOLOGIA COMERCIAL	4	MRKT 2710 Consumer Behavior	3
INVESTIGACION CUANTITATIVA	3	MRKT 2715 Applied Marketing Research	3
BRANDING Y GESTION DE PRODUCTOS	4	MRKT 2650 Power of the Brand	3
COMUNICACIONES INTEGRADAS PARA EL MARKETING	4	MRKT 2714 Integrated Marketing Communications	3
ETICA PROFESIONAL	3	PHIL 3650 Ethics	3
DIRECCION DE PERSONAS	3	MNGT 2310 Management	3
MARKETING DE SERVICIOS	4	MRKT 2717 Services Marketing	3
COMUNICACION DIGITAL EFECTIVA	3	COMM 2025 Digital Culture in Business & Life	3
DISEÑO DE NEGOCIOS DIGITALES	3	EMRK 3415 Internet Marketing I	3
RETAIL MANAGEMENT	3	FASH 1210 Retailing: Global and Omni	3
ESTRATEGIA DE MEDIOS DIGITALES Y SOCIAL MEDIA	3	EMRK 3417 Social Media and Mobile Marketing	3
COMPETENCIAS INTRAPERSONALES	3	COMM 9999: Communications Elective	3
ANALISIS DEL ENTORNO DE NEGOCIOS	4	BUSN 9999: Business Elective	3
GESTION DE LA CREATIVIDAD E INNOVACION	3	BUSN 9999: Business Elective	3
PSICOLOGIA E INVESTIGACION CUALITATIVA	3	MRKT 9999: Marketing Elective	3
METODOLOGIA DE INNOVACION EMPRESARIAL	3	BUSN 9999: Business Elective	3
MARKETING RELACIONAL Y CRM	3	MRKT 9999: Marketing Elective	3
Required internship/work hours	384	CARE 1300 Internship Prep: Designing Your Career CARE 1620 Internship I CARE 2620 Internship II	6
<b>Total Credit amount for transferrable courses from ISIL:</b>	<b>69</b>	<b>Total credit amount transferring to LIM College:</b>	<b>69</b>



Appendix B

<b>LIM College Courses Required to Complete Degree Program</b>		
<b>BBA: Marketing</b>		
<b>Curriculum Year: 2019-2020</b>		
<b>Course Code</b>	<b>Course Name at LIM College</b>	<b>Credit Amount</b>
FASH 1110	Introduction to Fashion	3
TECH 1310	Business Spreadsheets	3
COMM 2010	Critical Thinking	3
COMM 1400	Communicating Across Cultures	3
LBRT 9999	Liberal Arts Elective	3
MATH 2760	Applied Data Analysis	3
ENGL 3110	Global Themes for Writing	3
CARE 4800	Senior Co-op Prep: Launching Your Career	1
CARE 4820	Senior Co-op	6
FINCE 3410	Finance	3
VIST 2601	Digital Design I	3
ECON 2100	Economics	3
BUSN 3310	Business Law	3
MRKT 3350	Global Markets	3
MRKT 4960	Senior Capstone	6
ENGL 1100	English Composition	3
<b>Total Credits required at LIM College to complete BBA: Marketing</b>		<b>52*</b>

\*Typically completed in 3 to 4 semesters

ISIL			
<b>CEO</b>	<b>Carlos Seminario Pizzorni</b>		
	<i>Name</i>	<i>Signature</i>	<i>Date</i>
LIM College			
<b>President</b>	<b>Elizabeth S. Marcuse</b>		2/24/20
	<i>Name</i>	<i>Signature</i>	<i>Date</i>
<b>Provost</b>	<b>Lisa Springer</b>		2/24/2020
	<i>Name</i>	<i>Signature</i>	<i>Date</i>