

MEMORANDUM

Date: September 12, 2022

To: Gaston White, Coordinator of Articulation and Transfer Services | Academic Support Services

From: Tara Truhan, Director of Corporate and University Partnerships

CC: Dr. Lisa Springer, Provost

Subject: Articulation Agreement Update- New BBA in Fashion Marketing Announcement with updated Transfer Guides

Dear Gaston,

LIM College is excited to announce that the BBA in Marketing will become a BBA in Fashion Marketing beginning this fall 2022. The new degree includes coursework in Fashion Marketing and Communications and Fashion Branding.

Current marketing students will have the option to complete their degree in a BBA in Marketing or can switch to the new BBA in Fashion Marketing. Both degree programs will be housed in the newly created Fashion Merchandising and Fashion Marketing Department. Students entering LIM College for the fall 2022 semester will begin in the new BBA degree in Fashion Marketing program.

Below is a copy of the updated Transfer Guides detailing how courses will transfer and the remaining course sequence once a student transfers to LIM College. Our admissions counselors and academic advisors will work closely with all students interested in pursuing this degree path. The number of credits transferred remains the same; only changes to the course names were updated.

If you have any questions, please let me know. I look forward to continuing to work with you on our current partnership.

Best,

Tara

Transfer Guide			
Tarrant Country College to LIM College			
Degree Program at Current Institution: Business Administration: Marketing, AAS			
Curriculum Year: 2022-2023			
Course at Tarrant County College	Credit Amount	Course at LIM College	Credit Amount
MRKG 1301 Customer Relationship Management	3	MRKT 9999 Marketing Elective	3
MRKG 1302 Principles of Retailing	3	FASH 1210 Retailing	3
MRKG 2333 Principles of Selling	3	MRKT 9999 Marketing Elective	3
MRKG 2349 Advertising & Sales Promotion	3	MRKT 2714 Integrated Marketing Communications	3
MRKG 1311 Principles of Marketing	3	MRKT 1550 Marketing	3
ACCT 2301 Principles of Financial Accounting	3	ACCT 2700- Accounting	3
MRKG 2348 Marketing Research & Strategies	3	MRKT 2715 Marketing Insights and Research	3
BUSI 1301 Business Principles	3	MNGT 9999 Management Elective	3
BCIS 1305 Business Computer Applications	3	TECH 1310 Business Spreadsheets	3
BMGT 1327 Principles of Management	3	MNGT 2310 Management	3
BMGT 1341 Business Ethics	3	PHIL 3650 Ethics	3
ENGL 1301 English Composition	3	ENGL 1100 English Composition	3
BMGT 1305 Communications in Management	3	MNGT 9999 Management Elective	3
ACCT 2302 Principles of Managerial Accounting	3	ACCT 9999: Accounting Elective	3
Math or Life and Physical Sciences Elective	3	MATH 9999 Math Elective or	3
ENGL 1302 Composition II <u>or</u> ENGL 2311 Technical & Business Writing	3	ENGL 3110 Global Themes for Writing <u>or</u> COMM 2025 Digital Culture in Business and Life *credit awarded based on choice	3

GOVT 2305 Federal Government or GOVT 2306 Texas Government	3	POLS 9999 Poly Science Elective	3
SPCH 1321 Business & Professional Communications or SPCH 1311 Introduction to Speech Communications	3	COMM 1400 Communicating Across Cultures or Comm 2025 Digital Cultures in Business & Life *credit awarded based on choice	3
BUSG 2300 Business Leadership Application	3	BUSN 9999 Business Elective	3
Creative Art/Language, Philosophy and Culture Semester Hours	3	LBRT 9999 Liberal Arts Credits	3
Total Credit Amount at GCC:	60	Total Credit Amount at LIM College:	60
<p>Please note: Transfer Guides are intended to provide preliminary transfer credit information. Admitted students will receive a personalized transfer credit evaluation, based on their unique transfer credits. To maximize your transfer credits, it is recommended to take the suggested courses outlined above. LIM College will accept a maximum of 85 transferable credits. To learn more about how transfer credits apply to a specific degree program or for any additional questions, please contact: transferservices@limcollege.edu.</p>			

LIM College Courses Required to Complete Degree Program		
LIM College Program: Fashion Marketing, BBA		
Curriculum Year: 2022-2023		
Course Code	Course Name at LIM	Credit Amount
FASH 1110	Intro to the Fashion Business	3
MATH 1300	Intro to Statistics	3
COMM 1400 or COMM 2025 or ENGL 3110	Communicating Across Cultures or Digital Culture in Business & Life or Global Themes for Writing *depending on course choices	3
COMM 2010	Critical Thinking	3
MATH 2760	Applied Data Analysis	3
CARE 1300	Internship Prep: Designing Your Career	2
CARE 1620	Internship I	2
CARE 2620	Internship II	2
CARE 4800	Senior Co-op Prep: Launching Your Career	1
CARE 4820	Senior Co-Op	6

ECON 2100	Economics	3
BUSN 3310	Business Law	3
FNCE 3410	Finance	3
MRKT 2650	Fashion Branding	3
MRKT 3350	Global Markets	3
MRKT 2710	Consumer Behavior	3
MRKT 3368	Marketing Analytics	3
MRKT 4960	Senior Capstone	6
EMRK 3415	Digital Marketing I	3
VIST 2601	Digital Design I	3
Total Credits required at LIM College to complete BBA: Marketing		61