

MEMORANDUM OF UNDERSTANDING
ADVANCE STANDING CREDIT

BUSINESS ADMINISTRATION/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:

High School 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 toward the applicable BCC Business Administration Associate in Applied (AAS) degree or related certificate program:

College Course Number	Brevard Community College Course Title	College Credit
ADV 1000	Advertising	3
MKA 1021	Principles of Selling	3
MAR 2011	Marketing Principles	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 Brevard Public School Marketing courses.
 - High School Graduation or GED
 - After graduation, apply to BCC and select the Business Administration major or related certificate program. (Refer to the BCC catalog for applicable major code).
 - Enroll and successfully complete the **required 6 credit hours** in MAR 2640 Marketing Decisions and GEB 1011 Introduction to Business with a grade of “C” or higher. 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) to apply toward the Business Administration program:

(REQUIRED) MAR 2640 – Marketing Decisions (3 credits)
(REQUIRED) GEB 1011 – Introduction to Business (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 Executive Director of Workforce Training and Development, Brevard Community College 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.

Linda L. Medema
President, Brevard Community College
or designee *Vice President*

7/17/12
Date

cm *Bob Bye*
District Superintendent, Brevard Public Schools
or designee

6/27/12
Date