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Contact Information

J. Sargeant Reynolds Community College

Erica C. Meredith, Dean, School of Information Systems, Business & Public Safety	804.523.5301
Vicki Bruce, Transfer Specialist.....	804.523.5970
Beverly Davis, Associate Professor and Program Head of Marketing...	804.523.5520

Longwood University

Evelyn Hume, Dean, College of Business & Economics	434.395.2045
Melinda Fowlkes, Assistant Dean, College of Business & Economics...	434.395.2379
Celia Teoh, Assistant Director of Admissions, Transfer.....	434.395.2156

Longwood University and J. Sargeant Reynolds Community College have long enjoyed a mutually beneficial relationship created to meet the needs of many outstanding students. Now an opportunity to strengthen the partnership has surfaced thanks to the Retail Merchants Association.

After students have completed 60 required credits, students admitted to Longwood may now choose to complete their degree at the main Longwood campus in Farmville or at the Retail Merchants Association facility on Monument Avenue in Richmond. Providing the Richmond alternative should attract qualified students who would have otherwise been denied a Longwood education due to geographical constraints.

Summary of Agreements/Arrangements between Longwood University and J. Sargeant Reynolds Community College

1. **Articulation Agreement (1991)** - Students who have earned the Associate of Arts, Associate of Science or the Associate of Arts and Science (AA and/or S) and who are admitted:
 - Are guaranteed junior status;
 - All of their credits transfer, including D grades unless there are restrictions for native students;
 - All lower-division general education goals are met.

2. **Guaranteed Admission Agreement (2005)** - Students who have at least a cumulative GPA of 2.5 and will earn the AA and/or S will be guaranteed acceptance to the University and receive all the benefits outlined in the above-mentioned Articulation Agreement.

3. **CBE Articulation/Admission Agreement (2005)** - Students who have met the requirements of the Guaranteed Admission Agreement AND who have completed the following six community college courses with at least a cumulative GPA of 2.33:
 - ACC 211 and 212
 - ECO 201 and 202
 - BUS 220, 221 or 222
 - BUS 226, IST 100, 117, 182, or ITE 115will be deemed to have met the admission criteria to the College of Business & Economics and will be admitted to the University as business majors. Students planning to transfer into the CBE should take one of the following courses: Psy 100, 200, 201, 202, Soc 200, 201 or 202. Any one of these courses meets the prerequisite requirement for Management 360. Students are encouraged to take BUS 240 and 236 in addition to the above-mentioned courses.

4. **Associate of Applied Science (AAS) and CBE Articulation of Courses (2005)** – The above agreements do not apply to students who have completed the Associate of Applied Science in Marketing/Retail/E-Commerce/Marketing Management. Students earning AAS degrees must meet all transfer admission requirements and will be evaluated individually as to admissibility and credit transfer. If the AAS degree is completed as outlined in the JSRCC Catalog with the suggested modifications, students admitted to Longwood’s CBE will typically receive between 45 and 56 transferable credits; 17 to 32 of the transferable credits will generally be applicable toward the Longwood BSBA degree.

5. **Transferring from a Community College without a degree or with the AAS degree** - Generally these applicants should have successfully completed at least 30 transferable hours that include the following courses:
 - English 111
 - Math 146, 157, 158, 163, 240 **or** 241 (Math 151 and 152 – Liberal Arts Math I and II **do not** meet General Education Goals or admissions requirements at Longwood.)
 - Biology 101, Chemistry 101, Geology 105, Physics 100, 101, 121 **or** 201
 - History 101 **or** 102

We strongly recommend that these students take foreign language prior to transferring.

The average GPA for admitted transfers is 3.1. A minimum of a 2.5 is necessary for consideration.

All students are encouraged to consult WhyLongwood.com for additional transfer information.

GUARANTEED ADMISSION AGREEMENT

LONGWOOD UNIVERSITY AND J. SARGEANT REYNOLDS COMMUNITY COLLEGE

Longwood University welcomes and values transfer students from J. Sargeant Reynolds Community College (JSRCC) who are appropriately prepared to pursue a Baccalaureate Degree. Provisions of this Agreement apply to JSRCC graduates who have earned the Associate in Arts and/or Science Degree. This includes the General Studies program if the student has earned credit for Math 146 or higher.

1. Longwood will guarantee acceptance of all JSRCC graduates with an Associate in Arts and/or Science Degree who have earned a minimum grade point average of 2.5 at the time of application and graduation. This guarantee assumes that there are no other factors in a student's academic or personal record that might prevent acceptance. Applications must be received by March 1 (for fall term) and October 15 (for spring term). Students with grade point averages below 2.5, those who apply after the stated deadlines, or those whose GPA becomes 2.5 after the deadline may be considered for admission but without the guaranteed acceptance.
2. Longwood University agrees that JSRCC graduates who are accepted will be granted junior status; all of their credits will transfer (including D grades unless there are restrictions for native students); and all of their lower-division general education goals will be met. Transfer credit is not always applicable to the degree. Students will be required to complete unfilled upper-division general education goals, additional degree requirements, and major requirements.
3. JSRCC graduates transferring to Longwood in many majors can generally expect to graduate in two years, assuming they take normal course loads, have met the specific prerequisites for their majors, make satisfactory progress, and are not enrolled in tightly structured programs (i.e. education).
4. Acceptance to Longwood does not automatically mean acceptance to a particular program. The student must meet specific GPA and pre-requisites for particular programs. (ie education, business, etc)
5. Students may select the Catalog issued for the academic year they enter Longwood or the Catalog issued for their class (juniors).
6. Credits earned through examination (AP, IB, CLEP, or DANTES) that were awarded credit at JSRCC, will be treated on an equal basis as other credits earned at JSRCC.
7. Longwood will offer accepted applicants from JSRCC consideration for available financial aid if they apply for aid (complete and submit the FAFSA) and admission by the recommended deadline of March 1 (for the fall) and October 15 (for the spring).
8. Longwood will continue to provide the on-line the *Transfer Guide* listing all VCCS courses recommended for each major. JSRCC faculty and advising staff will encourage prospective Longwood transfer students to meet the specified prerequisites and major requirements when those courses are available at JSRCC. The Longwood *Transfer Guide* and JSRCC academic advisors will provide the necessary information to JSRCC students who plan to transfer to Longwood.
9. Longwood and JSRCC will indicate the relationship through appropriate literature and web sites.
10. This agreement will remain in effect for two years after either party notifies the other in writing of their desire to have it terminated.

**Agreement of Articulation
between
Longwood University
College of Business & Economics
and
J. Sargeant Reynolds Community College**

To facilitate the transfer of students from J. Sargeant Reynolds Community College (JSRCC) to Longwood University College of Business & Economics (CBE), the following agreement has been established. This agreement is supplementary to the Guaranteed Admission Agreement between Longwood University JSRCC and does not alter or eliminate any of the provisions of that agreement.

The College of Business & Economics has admission criteria in addition to those of Longwood University. Graduates of JSRCC who meet the requirements of the Guaranteed Admission Agreement between Longwood and JSRCC **AND** who have completed the following six courses with a least a cumulative GPA of 2.33:

- ACC 211 and 212
- ECO 201 and 202
- BUS 220, 221 or 222
- BUS 226, IST 100, 117, 182 or ITE 115

will be deemed to have met the admission criteria to the College of Business & Economics and will be admitted to the University as business majors. Students planning to transfer into the CBE should take one of the following courses: Psy 100, 200, 201, 202, Soc 200, 201 or 202. Any one of these courses meets the prerequisite requirement for Management 360. Students are also encouraged to take BUS 240 and 236 in addition to the above-mentioned courses.

Students who meet all the requirements of the Guaranteed Admission Agreement but have not completed the above-mentioned six courses required for admission to the College of Business & Economics will be admitted to the University as a pre-business major. Prior to being formally admitted to the College of Business & Economics, admitted students must successfully complete any remaining “pre-core” courses and otherwise comply with all admission criteria as stated in the Longwood catalog.

This agreement will remain in effect for two years after either party notifies the other in writing of their desire to have it terminated.

**Transfer Guide for
JSRCC - Associate of Science in Business Administration
to Longwood University
Bachelor of Science in Business Administration Degree**

JSRCC Course	Course Title	Credit Hours	Longwood Course	Credit Hours
<u>ENG 111</u>	College Composition I	3	Gen. Ed.	3
<u>HIS</u>	United States History or History of Western Civilization	3	Gen. Ed.	3
<u>MTH 163</u>	Precalculus I	3	Gen. Ed.	3
<u>ITE 115</u>	Basic Computer Literacy	3	CIMS 170	3
<u>SDV 100</u>	College Success Skills	1	Gen. Ed.	1
<u>BUS 100</u>	Introduction to Business	3	MANG 190	3
___ ___	<u>Health</u> or <u>Physical Education</u> Elective	1	Gen. Ed.	1
<u>ENG 112</u>	College Composition II	3	Gen. Ed.	3
<u>HIS</u>	United States History or History of Western Civilization	3	Gen. Ed.	3
<u>MTH 270</u>	Applied Calculus	3	MATH 267	3
BUS 220, 221 or 222	Business Statistics	3	MANG 275	3
IT ___	Information Technology Elective	3	Elective	3
<u>ACC 211</u>	Principles of Accounting I	3	ACCT 240	3
<u>ECO 201</u>	Principles of Economics I - Macroeconomics	3	ECON 218	3
<u>ENG</u>	English or American Literature	3	Gen. Ed.	3
___ ___	Approved Laboratory Science	4	Gen. Ed.	4
BUS 236 or 240	Business Communications or Business Law	3	Mang 291 or Acct 296	3
___ ___	<u>Health</u> or <u>Physical Education</u> Elective	1	Gen. Ed.	1
<u>ACC 212</u>	Principles of Accounting II	3	ACCT 242	3
<u>ECO 202</u>	Principles of Economics II – Microeconomics	3	ECON 217	3
<u>ENG</u>	English or American Literature	3	Gen. Ed.	3
___ ___	Approved Laboratory Science	4	Add. Deg. Req.	4

Credits for AS Degree in Business - 62 Transferable Credits - 62 Applicable Credits – 62

Students planning to transfer into the CBE should take one of the following courses: Psy 100, 200, 201, 202, Soc 200, 201 or 202. Any one of these courses meets the prerequisite requirement for Management 360. Some of the above courses designated as “Gen. Ed.” only meet General Education Goals if the student completes the Associate of Science degree.

**Transfer Guide for
JSRCC – Associate in Applied Science - Marketing
Retail Merchandising Specialization
to Longwood University
Bachelor of Science in Business Administration Degree**

JSRCC COURSE	COURSE TITLE	CREDIT HOURS	LONGWOOD COURSE CREDIT	CREDIT HOURS
SDV 100	College Success Skills	1	Waives Goal 1	0
ITE 115	Basic Computer Literacy	3	CIMS 170 – Major Requirement	3
MKT 100	Principles of Marketing	3	MARK 280 – Elective	3
MKT 110	Principles of Selling	3	MARK 293 – Elective	3
MKT 120	Fundamentals of Fashion	3		
ENG 111	College Composition I	3	ENGL 150 (Goal 2)	3
BUS 100	Introduction to Business	3	MANG 190 – Elective	3
MTH 146, 157, 158, 163, 164, 166, 168, 173, 240, 241, 270, 271, 272, or 273	Mathematics	3	MATH 121, 131, 164, 171, 261, or 267 (Goal 5) (Math 261 or 267 will also fulfill the additional degree requirement in math)	3
ENG 112	College Composition II	3	ENGL 101 – Elective	3
MKT 216	Retail Organization & Mgmt	3	MARK 293 – Elective	3
MKT 238	Fashion Merchandising	3		
MKT 227	Merchandising Buying & Control	3	MARK 293 – Elective	3
MKT 260	Customer Service Management	3	MARK 293 – Elective	3
MKT 281	Principles of Internet Marketing	3	MARK 293 – Elective	3
MKT 290	Coordinated Internship	3		
ITE 140	Spreadsheet Software	3	CIMS 293 – Elective	3
PED 101, 102, or 116	Physical Education Elective	2	PHED 101 (Goal 11)	2
BUS 117	Leadership Development	3		
MKT 239	Market Week Selection & Buying	3		
MKT 290	Coordinated Internship (RO1)	3		
MKT 298	Seminar & Project Marketing	3		
ECO 201	Principles of Economics I – Macroeconomics	3	ECON 218 – Major Requirement	3
PSY 100, 200, 201 or 202 OR SOC 200, 201, 202, or 268	Psychology or Sociology	3	PSYC 101 or SOCL 101 or SOCL 102 (Goal 8)	3
Total Minimum Credits for AAS Degree in Marketing, Retail Merchandising Specialization		66	Total Transferable Credits	17 required credits 28 elective credits*

*NOTE: The Bachelor of Science in Business Administration degree at Longwood University requires 0 to 15 elective credits (depending on the concentration).

Students must meet Longwood University’s admission requirements; refer to the Longwood Admissions web site for more information: WhyLongwood.com.

**Transfer Guide for
JSRCC – Associate in Applied Science - Marketing
ECommerce Specialization
to Longwood University
Bachelor of Science in Business Administration Degree**

JSRCC COURSE	COURSE TITLE	CREDIT HOURS	LONGWOOD COURSE CREDIT	CREDIT HOURS
SDV 100	College Success Skills	1	Waives Goal 1	0
ITE 115	Basic Computer Literacy	3	CIMS 170 – Major Requirement	3
MKT 100	Principles of Marketing	3	MARK 280 – Elective	3
MKT 110	Principles of Selling	3	MARK 293 – Elective	3
ENG 111	College Composition I	3	ENGL 150 (Goal 2)	3
BUS 100	Introduction to Business	3	MANG 190 – Elective	3
MTH 146, 157, 158, 163, 164, 166, 168, 173, 240, 241, 270, 271, 272, or 273	Mathematics	3	MATH 121, 131, 164, 171, 261, or 267 (Goal 5) (Math 261 or 267 will also fulfill the additional degree requirement in math)	3
ENG 112	College Composition II	3	ENGL 101 – Elective	3
ITD 110	Web Page Design I	3	CIMS 293 – Elective	3
ITD 210	Web Page Design II	3	CIMS 293 – Elective	3
MKT 227	Merchandising Buying & Control	3	MARK 293 – Elective	3
MKT 260	Customer Service Management	3	MARK 293 – Elective	3
MKT 281	Principles of Internet Marketing	3	MARK 293 – Elective	3
MKT 282	Principles of eCommerce	3	MARK 293 – Elective	3
MKT 283	Social, Ethical & Legal Issues in eCommerce	3	MARK 293 – Elective	3
ITE 140	Spreadsheet Software	3	CIMS 293 – Elective	
ITE 150	Desktop Database Software	3	CIMS 293 – Elective	3
PED 101, 102, or 116	Physical Education Elective	2	PHED 101 (Goal 11)	2
BUS 117	Leadership Development	3		
MKT 290	Coordinated Internship (RO1)	3		
MKT 298	Seminar & Project Marketing	3		
ECO 201	Principles of Economics I – Macroeconomics	3	ECON 218 – Major Requirement	3
PSY 100, 200, 201 or 202 OR SOC 200, 201, 202, or 268	Psychology or Sociology	3	PSYC 101 or SOCL 101 or SOCL 102 (Goal 8)	3
Total Minimum Credits for AAS Degree in Marketing, Marketing Management Specialization		66	Total Transferable Credits	17 required credits 39 elective credits*

*NOTE: The Bachelor of Science in Business Administration degree at Longwood University requires 0 to 15 elective credits (depending on the concentration).

Students must meet Longwood University’s admission requirements; refer to the Longwood Admissions web site for more information: WhyLongwood.com.

**Transfer Guide for
JSRCC – Associate in Applied Science - Marketing
Marketing Management Specialization
to Longwood University
Bachelor of Science in Business Administration Degree**

JSRCC COURSE	COURSE TITLE	CREDIT HOURS	LONGWOOD COURSE CREDIT	CREDIT HOURS
SDV 100	College Success Skills	1	Waives Goal 1	0
ITE 115	Basic Computer Literacy	3	CIMS 170 – Major Requirement	3
MKT 100	Principles of Marketing	3	MARK 280 – Elective	3
MKT 110	Principles of Selling	3	MARK 293 – Elective	3
ENG 111	College Composition I	3	ENGL 150 (Goal 2)	3
BUS 100	Introduction to Business	3	MANG 190 – Elective	3
MTH 146, 157, 158, 163, 164, 166, 168, 173, 240, 241, 270, 271, 272, or 273	Mathematics	3	MATH 121, 131, 164, 171, 261, or 267 (Goal 5) (Math 261 or 267 will also fulfill the additional degree requirement in math)	3
ENG 112	College Composition II	3	ENGL 101 – Elective	3
MKT 220	Principles of Advertising	3	MARK 293 – Elective	3
MKT 227	Merchandising Buying & Control	3	MARK 293 – Elective	3
MKT 229	Marketing Research	3	MARK 293 – Elective	3
MKT 260	Customer Service Management	3	MARK 293 – Elective	3
MKT 270	Marketing Management	3	MARK 293 – Elective	3
MKT 271	Consumer Behavior	3	MARK 293 – Elective	3
MKT 281	Principles of Internet Marketing	3	MARK 293 – Elective	3
MKT 290	Coordinated Internship	3		
ITE 140	Spreadsheet Software	3	CIMS 293 – Elective	3
PED 101, 102, or 116	Physical Education Elective	2	PHED 101 (Goal 11)	2
BUS 117	Leadership Development	3		
MKT 290	Coordinated Internship (RO1)	3		
MKT 298	Seminar & Project Marketing	3		
ECO 201	Principles of Economics I – Macroeconomics	3	ECON 218 – Major Requirement	3
PSY 100, 200, 201 or 202 OR SOC 200, 201, 202, or 268	Psychology or Sociology	3	PSYC 101 or SOCL 101 or SOCL 102 (Goal 8)	3
Total Minimum Credits for AAS Degree in Marketing, Marketing Management Specialization		66	Total Transferable Credits	17 required credits 34 elective credits*

*NOTE: The Bachelor of Science in Business Administration degree at Longwood University requires 0 to 15 elective credits (depending on the concentration).

Students must meet Longwood University’s admission requirements; refer to the Longwood Admissions web site for more information: WhyLongwood.com.