



DEPARTMENT OF EDUCATION

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Secretary of Education
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ARTICULATION AGREEMENT

BETWEEN

Goldey-Beacom College

AND THE

DELAWARE DEPARTMENT OF EDUCATION
On Behalf of Local Education Agencies in the State Of Delaware

July 2025 – June 2028

The Delaware Department of Education (“DDOE”) and Goldey-Beacom College enter into this articulation agreement (“Agreement”) to facilitate the enrollment of students from the Marketing Today! Career and Technical Education (“CTE”) State Model Program of Study into Goldey-Beacom College (GBC). This Agreement is valid for the time period specified above or until completion of the program of study revision cycle, whichever occurs first.

Subject to the terms of this Agreement, when a student completes the following coursework as part of an approved state model CTE pathway program at the secondary level, the student may enter GBC with the articulated credits specified below, resulting in advanced standing.

Program of Study Course (s):	CIP Code	1-1 Articulation (Y/N)	GBC Course Code:	GBC Course Title:	Number of Credits:
Marketing Essentials for a Digital & Dynamic World	14.01602011	Y	MKT 205	Marketing Management	3 Credits
Digital and Data Driven Marketing	14.01602022	Y	MKT 115	Intro to Digital Marketing	3 Credits
Entrepreneurial and Corporate Marketing	14.01602033	Y	MKT 461	Promotion Management	3 Credits

Course Articulation Clarifications:

- Students who complete the Marketing Essentials for a Digital & Dynamic World program of study, earning an 80% or letter grade B and above will receive credit for Marketing Management (3 credits).
- Students who complete the *Digital and Data Driven Marketing* program of study, earning an 80% or letter grade B and above will receive credit for Social Media Marketing (3 credits).

Students earning an 80% or letter grade B and above in Entrepreneurial and Corporate Marketing will receive credit for Promotion Management (3 credits).

The terms of this Agreement are as follows:

Delaware Local Education Agency (LEA)/Delaware Department of Education will:

- Submit, have approved, and make available the *Marketing Today!* Career & Technical Education (CTE) state model program of study in accordance with Delaware Department of Education requirements;
- Communicate details of this Agreement to LEA Career and Technical Education leadership and educators engaged in the teaching and advisement processes, in addition to the Delaware Office of Higher Education;
- Invite GBC to participate in the review process for this program of study;
- Award separately, and in conjunction with GBC, any credits earned as part of the program of study through Dual Enrollment or Dual Credit; and
- Provide GBC with a list of students meeting the requirements under this Agreement annually.

Students will:

- Complete the coursework specified herein, earning a minimum grade of 80% in each course;
- Earn a passing grade in each course(s) in districts utilizing a Pass/Fail grading system; and
- Meet the admission dates, procedures, and requirements that apply to all new students at GBC.

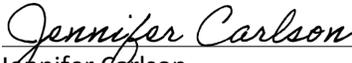
GBC will:

- Award the agreed-upon number of academic and/or technical credits for a period of up to three (3) years following high school graduation or GED conference;
- Ensure credits are recorded on the student transcript;
- For a period of three (3) years from date of award, accept articulated credits/courses from other Delaware postsecondary institutions with corresponding articulation agreements, in not less than the equivalent manner (and/or where applicable to the degree) as if said credits/courses would have been directly awarded through articulation;
- Communicate details of this Agreement to all stakeholders, which includes but is not limited to academic leadership, department chair(s), faculty and adjunct faculty, customer service staff, program managers, career development office, and admissions;
- Notify the DDOE Postsecondary Program Education Associate of any program discontinuances or substantive changes and plans to accommodate impacted students;
- Provide the DDOE Postsecondary Program Education Associate with the number of students matriculating from the Delaware CTE program of study into GBC with advanced standing under this Agreement on March 1st, or upon request, annually; and
- Award separately, and in conjunction with the applicable school district or charter, any credits earned as part of the program of study through Dual Enrollment or Dual Credit.

For Goldey-Beacom College:


Colleen Keith (Sep 24, 2025 13:22:07 EDT)
Date
President

For Department of Education:


Jennifer Carlson 2/13/26
Date *gmt*
Jennifer Carlson
Director of Finance

Rick Konysz

Rick Konysz, Ed. D. Date
Associate Secretary, Workforce Support

Jonathan Wickert

Jon Wickert, Ed. D. Date
Director, Career and Technical Education

Signature: 
Email: Jonathan.Wickert@doe.k12.de.us

Signature: 
Email: rick.konysz@doe.k12.de.us





GBC MOU_Marketing Today 2025-2028

Final Audit Report

2026-02-11

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