



# DEPARTMENT OF EDUCATION

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C21-593

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 Secretary of Education  
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## MEMORANDUM OF UNDERSTANDING

BETWEEN

WILMINGTON UNIVERSITY

AND THE

DELAWARE DEPARTMENT OF EDUCATION

On Behalf of Local Education Agencies in the State Of Delaware

July 2020 – June 2023

The Delaware Department of Education (DDOE) and Wilmington University (WilmU) enter into this articulation agreement in order to facilitate the enrollment of students from the Delaware Marketing Today! (6 credit) Career and Technical Education Model Program of Study into Wilmington University.

Subject to terms of this agreement, when a student completes the following coursework as part of an approved model Career and Technical Education program at the secondary level, the student may enter WilmU with the articulated credits specified below, resulting in advanced standing.

Course #	Program of Study Course (s):	CIP Code	1-1 Articulation (Y/N)	WilmU Course Code:	WilmU Course Title:	Number of Credits:
1	Marketing Essentials for a Digital and Dynamic World	14.01602011	Y	BMK 305	Marketing	3
2	Digital & Data Driven Marketing	14.01602022	Y	BMK 306	Principles of Advertising	3
3	Entrepreneurial and Corporate Marketing	14.01602033	Y	BMK 307	Public Relations	3
4	Project and Content Management	14.01803042	Y	ELE 100	Free Elective	3
5	Innovative Industry Immersion	14.01803052	Y	ELE 100	Free Elective	3
6	Work-based Learning Practicum	17.00802015	Y	ELE 100	Free Elective	3
	Dual Enrollment (see options below)				See below options	

### Course Articulation Clarifications:

- Students earning an 80% or above in *Marketing Essentials for a Digital and Dynamic World* will receive credit for *Marketing* (3 credits).

- Students earning an 80% or above in *Digital & Data Driven Marketing* will receive credit for *Principles of Advertising* (3 credits).
- Students earning an 80% or above in *Entrepreneurial and Corporate Marketing* will receive credit for *Public Relations* (3 credits).
- Students earning an 80% or above in *Project and Content Management* will receive credit for *Free Elective* (3 credits).
- Students earning an 80% or above in *Innovative Industry Immersion* will receive credit for *Free Elective* (3 credits).
- Students earning an 80% or above in *the Work-based Learning Practicum* will receive credit for *Free Elective* (3 credits).
- LEAs participating in the Marketing Today! Career and Technical Education State Model Program of Study may choose to participate in dual enrollment with WilmU by establishing a separate MOU between the LEA and WilmU. The LEA may select WilmU courses for dual enrollment specified below:

WilmU Course Code:	WilmU Course Title:	Number of Credits:
BBM 102	Introduction to Business	3 Credits
BBM 201	Principles of Management	3 Credits
BMK 300	Design for Marketing	3 Credits

Interested LEAs can contact WilmU at [precollege@wilmu.edu](mailto:precollege@wilmu.edu)

**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 Delaware Marketing Today! Career & Technical Education (CTE) 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 WilmU to participate in the review process for this program of study;
- Award separately, and in conjunction with WilmU, any credits earned as part of the program of study through Dual Enrollment or Dual Credit; and
- Provide WilmU with a list of students meeting the requirements under this agreement on or around July 15 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 WilmU.

**Wilmington University will:**

- Award the agreed upon number of academic and/or technical credits for a period of up to six (6) years following high school graduation or GED conference;
- Make students aware, to the best of its ability, of the Marketing Today! pathway articulated credits and ensure that students whom apply and successfully petition for the credits will have a record of those credits on the student transcript;

- For a period of six (6) years from date of award, accept articulated credits from other postsecondary institutions with corresponding articulation agreements, in not less than the equivalent manner as if said credits 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 Delaware Department of Education Postsecondary Program Education Associate of any program discontinuances or substantive changes and plans to accommodate impacted students;
- Provide the Delaware Department of Education Postsecondary Program Education Associate with the number of students matriculating from the Delaware CTE program of study into Wilmington University with advanced standing under this agreement on March 1 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 Wilmington University:**

*Kathy Kennedy Ratajack* **11/18/20**

Kathy Kennedy-Ratajack, DBA      Date  
Dean, College of Business

*John Sparco* **11/18/20**  
*John Sparco (Nov 18, 2020 15:30 EST)*

John Sparco, Ph.D.      Date  
Director of Business Analytics and Marketing  
Programs

*Scott Walton* **11/18/20**  
*Scott Walton (Nov 18, 2020 13:36 EST)*

Scott J. Walton, DBA      Date  
Program Chair, Marketing

*Lindsay H. Rice III* **11/18/20**

Lindsay H. Rice III      Date  
Director, Academic Partnerships

*Jim Wilson* **Nov 19, 2020**  
*Jim Wilson (Nov 19, 2020 08:35 EST)*

James D. Wilson Jr., Ed.D.      Date  
Vice President for Academic Affairs

**For Department of Education:**

*Kim D. Klein* 11/30/2020

Kim D. Klein      Date  
Associate Secretary, Operations Support

*Jennifer Carlson* 11/30/2020

Director of Finance (or Designee)      Date

*MCB*

*Monica Minor Gant* 11/24/2020

Monica Minor Gant, Ph.D.      Date  
Associate Secretary, Academic Support

*Luke Rhine* 11/24/2020

Luke Rhine      Date  
Director, Career and Technical Education