



## **MEMORANDUM OF UNDERSTANDING TRANSFER ARTICULATION**

**ARKANSAS STATE UNIVERSITY-BEEBE  
AND  
ARKANSAS STATE UNIVERSITY-JONESBORO**

**Associate of Science in Liberal Arts & Sciences  
and  
Bachelor of Science in Strategic Communication  
Emphasis in Social Media Management**

This Memorandum of Understanding (“Agreement”), entered into on \_\_\_ of November, 2017, (“Effective Date”) by and between Arkansas State University-Jonesboro (hereinafter, “ASUJ”), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and Arkansas State University-Beebe (hereinafter “ASUB”), located at 1000 West Iowa Street, Beebe, Arkansas 72012.

### **PURPOSE**

The purpose of this Agreement is to facilitate the transfer and degree completion of students earning the Associate of Science in Liberal Arts & Sciences at ASUB to the Bachelor of Science in Strategic Communication with Emphasis in Social Media Management. Through collaborative efforts, ASUJ and ASUB will provide clarity regarding the degree requirements herein, and afford students the opportunity to earn a high-quality degree from both institutions in the most efficient manner possible.

### **AGREEMENT**

It is agreed that any student who has earned the Associate of Science in Liberal Arts & Sciences at ASUB will be admitted to the Bachelor of Science in Strategic Communication with Emphasis in Social Media Management at ASUJ in either the on-campus or A-State Online program with full junior classification, subject to the provisions listed below.

## **ADMISSION REQUIREMENTS**

- A. The student must complete the requirements necessary for general admission to ASUJ as well as specific admission to the ASUJ Bachelor of Science in Strategic Communication with Emphasis in Social Media Management program.
- B. The student will have earned the Associate of Sciences in Liberal Arts & Sciences at ASUB.
- C. Degree program admission requirements for students who transfer pursuant to this Agreement will be determined in the same manner as if their initial enrollment had been at ASUJ.

## **TRANSFER OF CREDITS**

- A. Course requirements for this Agreement are displayed on the following attachments (see Appendix A).
- B. A transfer student who has not completed all of the courses specified within the Associate of Science in Liberal Arts & Sciences degree plan at ASUB, before entering ASUJ, must work with an academic advisor to ensure timely completion of degree program requirements.
- C. Current and updated copies of catalogs/curricular requirements for the ASUJ Bachelor of Science in Strategic Communication with Emphasis in Social Media Management program will be available to ASUB online. Catalogs/Curricular requirements are available for both the on-campus and A-State Online programs.
- D. Remedial course grades will not be computed in the cumulative GPA for purposes of admission to ASUJ.
- E. Calculation of overall GPA for purposes of graduation and awarding of honors is left to the discretion of ASUJ.
- F. ASUJ will accept grades of "D" for transfer purposes unless a grade of "C or better" is specified for specific courses in this agreement.

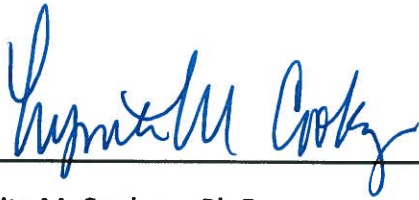
## **IMPLEMENTATION AND REVIEW**

- A. The Chief Academic Officers at each institution will implement the terms of this Agreement, including incorporation of any mutually agreed upon changes into subsequent revisions of this Agreement, assuring compliance with system policy, procedure and guidelines.
- B. This Agreement will be reviewed on an annual basis. Both ASUJ and ASUB agree to notify one another in a timely manner of any curriculum changes that would significantly impact the nature of this Agreement.
- C. ASUJ and ASUB will work together cooperatively, in the best interest of affected students, to resolve any issues related to the transfer of courses should changes to either degree program occur while the Agreement is in effect.

- D. Students will be subject to the terms and conditions of this Agreement in accordance with their academic year of entry at ASUB. A student may opt for a subsequent revision of this Agreement, but must meet all of the requirements specified therein.
- E. ASUJ and ASUB will make every effort to inform students of this Agreement. This may include, but is not limited to, inclusion within each institution's website, published catalog, recruitment publications, media announcements, social media engagement, and in-person information sessions.

**MISCELLANEOUS**

- A. This Agreement is effective upon execution and shall remain in effect even if persons, positions, and/or titles change.
- B. This Agreement may be terminated by either party with at least 90 calendar days written notice.
- C. In the event that the Agreement is terminated, no new students will be admitted to the program; however, all students who have already been admitted to ASUJ, in accordance with the terms of this Agreement, will be allowed to complete their approved course of study under the terms contained therein.
- D. This agreement shall become effective at the time that the Arkansas Department of Higher Education has been notified and approval has been granted.



Lynita M. Cooksey, Ph.D.  
Provost and Vice Chancellor for Academic  
Affairs and Research  
Arkansas State University-Jonesboro

2/15/18

Date



W. Richard Counts, Ph.D.  
Associate Vice Chancellor of Academics  
Arkansas State University-Beebe

1/12/18

Date

## Appendix A:

Course equivalencies between Arkansas State University - Beebe and Arkansas State University - Jonesboro

### ASUB Courses

#### English Composition

ENG 1003 Freshman English I (grade of C or better)  
ENG 1013 Freshman English II  
SPCH 1203 Oral Communications

#### Literature

ENG 2003 World Literature I **OR**  
ENG 2013 World Literature II

#### Arts/Humanities

THEA 2503 Fine Arts-Theatre **OR**  
MUS 2503 Fine Arts-Music **OR**  
ART 2503 Fine Arts-Visual

#### Mathematics

MATH 1023 College Algebra **OR**  
MATH 1043 Quantitative Literacy (or higher)

#### Life Science

BIO 1004 Biology for General Education **OR**  
BIOL 1014 Principles of Biology **OR**  
BIO 2014 Microbiology **OR**  
ZOO 2004 Human Anatomy & Physiology I **OR**  
BIOL 1024 Ecology\*

#### Physical Sciences

CHEM 1014 General Chemistry I **OR**  
PHSC 1204 Physical Science **OR**  
PHSC 1304 Earth Science **OR**  
PHYS 2054 General Physics I **OR**  
PHYS 2074 University Physics I

#### U.S. History/Government

HIST 2763 The U.S. to 1876 **OR**  
HIST 2773 The U.S. since 1876 **OR**  
POSC 2103 Intro to U.S. Government

#### World History

HIST 1013 World Civilization to 1660 **OR**  
HIST 1023 World Civilization since 1660

#### Social Sciences

*Choose 3 hours from a course not previously chosen:*  
Social Science Course

### ASUJ Courses

ENG 1003 Composition I  
ENG 1013 Composition II  
COMS 1203 Oral Communication

ENG 2003 World Literature to 1660  
ENG 2013 World Literature Since 1660

THEA 2503 Fine Arts Theatre  
MUS 2503 Fine Arts Music  
ART 2503 Fine Arts Visual

MATH 1023 College Algebra  
MATH 1043 Quantitative Reasoning

BIOL 1003/1001 Biological Science/Lab  
BIOL 1003/1001 Biological Science/Lab  
BIOL 2103/2101 Microbiology for Nursing/Lab  
BIO 2203/2201 Humana Anatomy & Physiology I/Lab  
BIOL 1063 People and the Environment

CHEM 1013/1011 General Chemistry I/Lab  
PHSC 1203/1201 Physical Science/Lab  
Sub Gen Ed Physical Science  
PHYS 2054 General Physics I  
PHYS 2034 University Physics I

The United States to 1876  
The United States Since 1876  
POSC 2103 Intro to US Government

HIST 1013 World Civilization to 1660  
HIST 1023 World Civilization Since 1660

Transfer Credit Elective

**Directed Electives**

Directed Elective (25 hours)

Transfer Credit Elective

\*Students who choose this course must take BIOL 1001 Biological Science Lab at ASUJ

# ASU- JONESBORO COURSES

The following are courses that ASUB students must take to complete ASUJ's Bachelor of Science in Strategic Communication with Emphasis in Social Media Management

**General Education Requirements (3 hours)**

CMAC 1003 Mass Communication in Modern Society

**Major Requirements (16 hours)\***

AD 4003 Account Planning & Management **OR**

COMS 3363 Communication Research

CMAC 1001 Media Grammar and Style

CMAC 2003 Media Writing

CMAC 4073 Communications Law and Ethics

PRAD 3143 Strategic Writing

PRAD 4753 Strategic Communication Case Studies **OR**

PRAD 4763 Strategic Communication Campaigns

**Communications Electives or Specialization (12 hours)\*:**

COMS 4263 Organizational Communication **OR**

MDIA 3373 Introduction to Internet Communication

Communication Electives/Specializations

**Emphasis Area (Social Media Management) (15 hours)\*:**

AD 3023 Principles of Advertising **OR**

PR 4113 Integrated Marketing Communications

AD 3133 Interactive Advertising

AD 4333 Social Media Measurement

PR 3003 Principles of Public Relations

PRAD 4213 Social Media in Strategic Communications

**Minor (18 hours):**

*Must be outside the Departments of Media and Communication and approved by advisor*

\*Due to rotation all courses may not be available every term

## A-STATE ONLINE COURSES

The following are courses that ASUB students must take to complete ASUJ's Bachelor of Science in Strategic Communication with Emphasis in Social Media Management through A-State Online

**General Education Requirements (3 hours)**

CMAC 1003 Mass Communication in Modern Society

**Major Requirements (16 hours)\***

COMS 3363 Communication Research

CMAC 1001 Media Grammar and Style

CMAC 2003 Media Writing

CMAC 4073 Communications Law and Ethics

PRAD 3143 Strategic Writing

PRAD 4753 Strategic Communication Case Studies

**Communications Electives or Specialization (12 hours)\*:**

COMS 4263 Organizational Communication

PRAD 3353 Strategic Visual Communication

COMS 4383 Computer Mediated Communication

COMS 4243 Interpersonal Communication

**Emphasis Area (Social Media Management) (15 hours)\*:**

AD 3023 Principles of Advertising

AD 3133 Interactive Advertising

AD 4333 Social Media Measurement

PR 3003 Principles of Public Relations

PRAD 4213 Social Media in Strategic Communications

**Minor (18 hours):**

*Choose courses from Criminology, Sociology, Political Science, Leadership Studies, or General Business*

\*Due to rotation all courses may not be available every term