



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**NORTHWEST ARKANSAS COMMUNITY COLLEGE  
AND  
ARKANSAS STATE UNIVERSITY-JONESBORO**

**Associate of Arts**

**and**

**Bachelor of Science in Strategic Communication**

**Emphasis in Social Media Management**

This Memorandum of Understanding ("Agreement"), entered into on \_\_\_ of June, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and Northwest Arkansas Community College (hereinafter "NWACC"), located at 1 College Drive, Bentonville, Arkansas 72712.

**PURPOSE**

The purpose of this Agreement is to facilitate the transfer and degree completion of students earning the Associate of Arts at NWACC to the Bachelor of Science in Strategic Communication with Emphasis in Social Media Management. Through collaborative efforts, ASUJ and NWACC 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 Arts at NWACC 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 Arts at NWACC.
- 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**

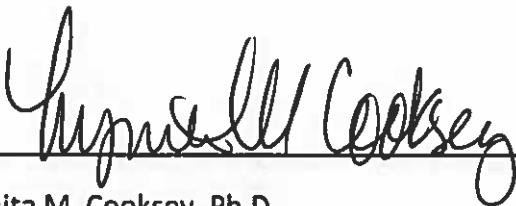
- A. Course requirements for this Agreement are displayed on the following attachments (see Appendix A).
- B. A transfer student who has not completed all of the courses specified within the Associate of Arts degree plan at NWACC, before entering ASUJ, must work with an academic advisor to ensure timely 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 NWACC 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.

### **IMPLEMENTATION AND REVIEW**

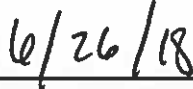
- A. The Chief Academic Officers at each institution will implement the terms of this Agreement, including incorporation of any mutually agreed upon changes into subsequent revisions of this Agreement, assuring compliance with system policy, procedure and guidelines.
- B. This Agreement will be reviewed on an annual basis. Both ASUJ and NWACC 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 NWACC 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 NWACC. A student may opt for a subsequent revision of this Agreement, but must meet all of the requirements specified therein.
- E. ASUJ and NWACC 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.

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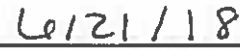
Lynita M. Cooksey, Ph.D.  
Provost and Vice Chancellor for Academic  
Affairs and Research  
Arkansas State University-Jonesboro

  
\_\_\_\_\_

Date

  
\_\_\_\_\_

Ricky Tompkins, Ed.D.  
Vice President of Learning/CAO  
Northwest Arkansas Community College

  
\_\_\_\_\_

Date

## Appendix A:

### Course equivalencies between NorthWest Arkansas Community College and Arkansas State University – Jonesboro

#### NWACC Courses

##### English Composition

ENG 1013 Composition I

ENG 1023 Composition II

##### Speech/Communication

COMM 1303 Public Speaking

##### Mathematics

MATH 1204 College Algebra OR

MATH 1313 Quantitative Literacy

##### Life Science

BIOL 1544 Principles of Biology I OR

MBIO 2014 General Microbiology OR

BOTY 2534 Environmental Biology

##### Physical Sciences

PHYS 2014 College Physics I OR

CHEM 1024 Basic Chemistry OR

CHEM 1054 Chemistry in the Modern World OR

CHEM 1104 College Chemistry I OR

CHEM 1074 Fundamentals of Chemistry OR

GEOL 1134 Environmental Geology

##### World Civilization

HIST 1033 World Civ to 1500 OR

HIST 1043 World Civ from 1500

##### Social Sciences

*Choose 3 hours not already chosen*

HIST 2003 History of American People-1877

HIST 2013 History of American People 1877 to Present

PLSC 2003 American National Government

ANTH 1023 Intro to Cultural Anthropology

SOCI 2013 General Sociology

PSYC 2003 General Psychology

##### U.S. History/Government

HIST 2003 History of American People-1877 OR

HIST 2013 History of American People 1877 to Present OR

PLSC 2003 American National Government

#### ASUJ Courses

ENG 1003 Composition I

ENG 1013 Composition II

COMS 1203 Oral Communication

MATH 1023 College Algebra

MATH 1043 Quantitative Reasoning

BIOL 1003/1001 Biological Science/Lab

BIOL 2103/2101 Microbiology for Nursing/Lab

BIOL 1063/1001 People & Environment/Lab

PHYS 2054 General Physics I

CHEM 1013/1011 General Chemistry I/Lab

CHEM 1013/1011 General Chemistry I/Lab

CHEM 1013/1011 General Chemistry I/Lab

CHEM 1043/1041 Fundamental Concepts of Chemistry/Lab

GEOL 1003/1001 Environmental Geology/Lab

HIST 1013 World Civilization to 1660

HIST 1023 World Civilization since 1660

HIST 2763 The United States to 1876

HIST 2773 The United States Since 1876

POSC 2103 Introduction to US Government

ANTH 2233 Introduction to Cultural Anthropology

SOC 2213 Introduction to Sociology

PSY 2013 Introduction to Psychology

HIST 2763 The United States to 1876

HIST 2773 The United States Since 1876

POSC 2103 Intro to US Government

**NWACC Courses****Fine Arts/Humanities**

*Choose One of the following:*

ENGL 2213 Survey of World Literature I

ENGL 2223 Survey of World Literature II

*Choose One of the following:*

MUSI 1003 Music Appreciation

ARHS 1003 Art Appreciation

THTR 1003 Introduction to Theatre

*Choose One of the following not already chosen:*

ENGL 2213 Survey of World Literature I

ENGL 2223 Survey of World Literature II

MUSI 1003 Music Appreciation

ARHS 1003 Art Appreciation

THTR 1003 Introduction to Theatre

PHIL 2003 Introduction to Philosophy

**Directed Electives**

Directed Elective (22 hours)

**ASUJ Courses**

ENG 2003 World Literature to 1660

ENG 2013 World Literature Since 1660

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

THEA 2503 Fine Arts Theatre

ENG 2003 World Literature to 1660

ENG 2013 World Literature Since 1660

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

THEA 2503 Fine Arts Theatre

PHIL 1103 Introduction to Philosophy

Transfer Credit Electives

## ASU- JONESBORO COURSES

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

**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 NWACC students must take to complete ASUJ's Bachelor of Science in Strategic Communication with Emphasis in Social Media Management through A-State Online

**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