



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**UNIVERSITY OF ARKANSAS BOARD OF TRUSTEES ON BEHALF OF COSSATOT  
COMMUNITY COLLEGE OF THE UNIVERSITY OF ARKANSAS  
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 February 22, 2018 ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and University of Arkansas Board of Trustees on behalf of Cossatot Community College of the University of Arkansas (hereinafter "CCCUA"), located at 183 College Drive, De Queen, Arkansas 71832.

**PURPOSE**

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

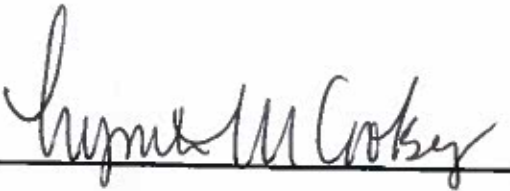
### **IMPLEMENTATION AND REVIEW**

- 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 CCCUA 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 CCCUA 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 CCCUA. A student may opt for a subsequent revision of this Agreement, but must meet all of the requirements specified therein.
- E. ASUJ and CCCUA 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**

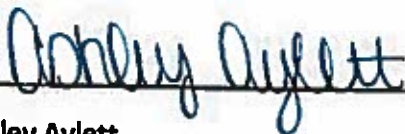
- A. This Agreement is effective upon execution and shall remain in effect even if persons, positions, and/or titles change.
- B. This Agreement may be terminated by either party with at least 90 calendar days written notice.
- C. In the event that the Agreement is terminated, no new students will be 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

2/27/18

Date



Ashley Aylett  
Vice Chancellor for Academic Services  
Cossatot Community College of the  
University of Arkansas

2/22/18

Date

## Appendix A:

### Course equivalencies between Cossatot Community College of the University of Arkansas and Arkansas State University – Jonesboro

#### CCCUA Courses

##### English Composition

ENGL 1113 Composition I

ENGL 1123 Composition II

SPCH 1113 Principles of Speech

##### Mathematics

MATH 1023 College Algebra OR

MATH 1113 Quantitative Reasoning

##### Life Science

BIOL 1014 General Biology

##### Physical Sciences

PHYS 2024 Physical Science

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

HIST 2013 United States History to 1876 OR

HIST 2023 United States History since 1876 AND

PSCI 2003 American Government

##### World History

HIST 1003 Western Civilization to 1700 OR

HIST 1013 Western Civilization since 1700

##### Humanities

ENGL 2213 World Literature I OR

ENGL 2223 World Literature II

##### Fine Arts

FA 2013 Introduction to Fine Arts: Music OR

FA 2003 Introduction to Fine Arts: Art

##### Institutional Requirements

SPD 1003 Success Strategies

BUS 1003 Microcomputer Application

Directed Electives (19 hours)

#### 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

PHSC 1203/1201 Physical Science/Lab

HIST 2763 The United States to 1876

HIST 2773 The United States Since 1876

POSC 2103 Intro to US Government

HIST 1013 World Civilization to 1660

HIST 1023 World Civilization since 1660

ENG 2003 World Literature to 1660

ENG 2013 World Literature Since 1660

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

UC 1013 Making Connections

CIT 1503 Microcomputer Application

Transfer Credit Electives

## ASU- JONESBORO COURSES

The following are courses that CCCUA students must take to complete ASU'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 CCCUA 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