



**MEMORANDUM OF UNDERSTANDING
TRANSFER ARTICULATION**

**BLACK RIVER TECHNICAL COLLEGE
AND
ARKANSAS STATE UNIVERSITY-JONESBORO**

**Associate of Arts – General Education
and
Bachelor of Science in Strategic Communication
Emphasis in Social Media Management**

This Memorandum of Understanding ("Agreement"), entered into on 5th of July, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and Black River Technical College (hereinafter "BRTC"), located at 1410 Highway 304 East, Pocahontas, Arkansas 72455.

PURPOSE

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

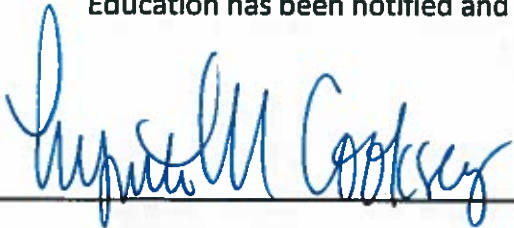
IMPLEMENTATION AND REVIEW

- 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 BRTC 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 BRTC 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 BRTC. A student may opt for a subsequent revision of this Agreement, but must meet all of the requirements specified therein.

E. ASUJ and BRTC 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

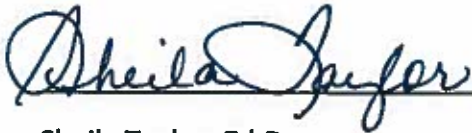
- A. This Agreement is effective upon execution and shall remain in effect even if persons, positions, and/or titles change.
- B. This Agreement may be terminated by either party with at least 90 calendar days written notice.
- C. In the event that the Agreement is terminated, no new students will be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

7-10-18

Date



Sheila Taylor, Ed.D.
Vice President of Academics
Black River Technical College

July 5, 2018

Date

Appendix A:

Course equivalencies between Black River Technical College and Arkansas State University - Jonesboro

BRTC Courses

English Composition

ENG 1003 Freshman English I
ENG 1013 Freshman English II
SCOM 1203 Oral Communications

Mathematics

MATH 1023 College Algebra

Life Science

BIOL 1004 Biological Science/Lab

Physical Sciences

GSP 1004 Physical Science & Lab OR
CHEM 1004 General Chemistry I/Lab

U.S. History/Government

HIST 2763 The United States to 1876 OR
HIST 2773 The United States since 1876 OR
POSC 2103 U.S. Government

Social Sciences

Choose 3 hours

PSY 2513 Introduction to Psychology
ANTH 2233 Introduction to Cultural Anthropology
SOC 2213 Principles of Sociology
GEOG 2613 Introduction to Geography
POSC 2103 U.S. Government
ECON 2313 Principles of Macroeconomics
ECON 2333 Economic Issues and Concepts

Humanities

Choose 6 hours

PHIL 1103 Introduction to Philosophy
ENG 2003 Introduction to World Literature I
ENG 2013 Introduction to World Literature II

World Civilization

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

Fine Arts

Choose 6 hours

FAT 2203 Fine Arts Theatre
FAM 2503 Fine Arts Musical

ASUJ Courses

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

MATH 1023 College Algebra

BIOL 1003/1001 Biological Science/Lab

PHSC 1203/1201 Physical Science/Lab
CHEM 1013/1011 General Chemistry I/Lab

HIST 2763 The United States to 1876
HIST 2773 The United States Since 1876
POSC 2103 Intro to US Government

PSY 2013 Introduction to Psychology
ANTH 2233 Introduction to Cultural Anthropology
SOC 2213 Introduction to Sociology
GEOG 2613 Introduction to Geography
POSC 2103 Intro to US Government
ECON 2313 Principles of Macroeconomics
ECON 2333 Economic Issues and Concepts

PHIL 1103 PHI 1003 Introduction to Philosophy
ENG 2003 World Literature to 1660
ENG 2013 World Literature Since 1660

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

THEA 2503 Fine Arts Theatre
MUS 2503 Fine Arts Music

BRTC Courses

FAM 2503 Fine Arts Visual

Physical Education

PE 1002 Concepts of Fitness OR

NRS 2203 Basic Human Nutrition

Directed Electives

Directed Electives (17 hours)

ASUJ Courses

ART 2503 Fine Arts Visual

PE 1002 Concepts of Fitness

NS 2203 Basic Human Nutrition

Transfer Credit Electives

ASU- JONESBORO COURSES

The following are courses that BRTC 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 BRTC 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