



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**NORTH ARKANSAS 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 October, 2017, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and North Arkansas College (hereinafter "Northark"), located at 1515 Pioneer Drive, Harrison, Arkansas 72601.

**PURPOSE**

The purpose of this Agreement is to facilitate the transfer and degree completion of students earning the Associate of Arts at Northark to the Bachelor of Science in Strategic Communication with Emphasis in Social Media Management at ASUJ. Through collaborative efforts, ASUJ and Northark 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 Northark 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 Northark.
- 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 Northark, 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 International Business will be available to Northark 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 Northark 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 Northark 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 Northark. A student may opt for a subsequent revision of this Agreement, but must meet all of the requirements specified therein.
- E. ASUJ and Northark 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



Date



Donna Wood, Ed.D.  
Vice President of Academic Affairs  
North Arkansas College



Date

## Appendix A:

### Course equivalencies between North Arkansas College and Arkansas State University - Jonesboro

#### North Arkansas College Courses

##### English Composition

ENGL 1013 English Composition I (Grade C or above)  
ENGL 1023 English Composition II (Grade C or above)  
SPCH 1313 Fundamentals of Oral Communication

##### Mathematics

MAT 1223 College Algebra (or higher) (Grade C or above)

##### Life Science

BIOL 1014 General Biology OR  
BIOL 1004 General Biology for Non-Majors OR  
BIOL 2014 Microbiology OR  
BIOL 2214 Anatomy & Physiology I

##### Physical Sciences

CHEM 1214 Chemistry for Health Related Professionals OR  
CHEM 1415 College Chemistry OR  
GEOL 1014 General Geology OR  
PHSC 1004 Fundamentals of Physical Science OR  
PHYS 2144 University Physics OR  
PHSC 1044 Intro to Astronomy

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

HIST 2003 U.S. History I OR  
HIST 2013 U.S. History II OR  
PLSC 2003 American National Government

##### Social Sciences

*Choose 6 hours*

SOC 2013 Introduction to Sociology  
ECON 2313 Principles of Macroeconomics  
HIST 1113 History of World Civilization I  
HIST 1123 History of World Civilization II  
HIST 2003 U.S. History I  
HIST 2013 U.S. History II  
PLSC 2003 American National Government  
PSYC 2003 General Psychology  
ANTH 2023 Cultural Anthropology

##### Arts and Humanities

ENGL 2213 World Literature I OR  
ENGL 2223 World Literature II AND  
DRAM 1003 Theatre Appreciation OR

#### Arkansas State University - Jonesboro Courses

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

MATH 1023 College Algebra

BIOL 1003/1001 Biological Science/Lab  
BIOL 1003/1001 Biological Science/Lab  
BIO 2103/2101 Microbiology for Nursing/Lab  
BIO 2203/2201 Human Anatomy and Physiology I

CHEM 1043/1041 Fundamental Concepts of Chemistry/Lab  
CHEM 1013/1011 General Chemistry I/Lab  
GEOL 1003/1001 Environmental Geology/Lab  
PHSC 1203/1201 Physical Science/Lab  
PHYS 2034 University Physics I  
PHYS 1103/1101 Intro to Space Science/Lab

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

SOC 2213 Intro to Sociology  
ECON 2313 Principles of Macroeconomics  
HIST 1013 World Civilization to 1660  
HIST 1023 World Civilization Since 1660  
HIST 2763 The US to 1876  
HIST 2773 The US Since 1876  
POSC 2103 Intro to US Government  
PSY 2013 Introduction to Psychology  
ANTH 2233 Introduction to Cultural Anthropology

ENG 2003 World Literature to 1660  
ENG 2013 Word Literature Since 1660  
THEA 2503 Fine Arts Theatre

**North Arkansas College Courses**  
MUS 1003 Music Appreciation OR  
ART 1003 Art Appreciation

**Institutional Requirements**  
Academic Elective (25 hours)

**Arkansas State University - Jonesboro Courses**  
MUS 2503 Fine Arts Music  
ART 2503 Fine Arts Visual

Transfer Credit Elective

# ASU- JONESBORO COURSES

The following are courses that Northark 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 Northark 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