



**MEMORANDUM OF UNDERSTANDING
TRANSFER ARTICULATION**

**SOUTHEAST 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 June, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and Southeast Arkansas College (hereinafter "SEARK"), located at 1900 Hazel Street, Pine Bluff, Arkansas 71603.

PURPOSE

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

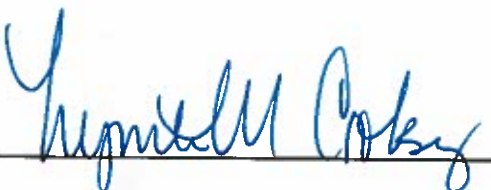
IMPLEMENTATION AND REVIEW

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

E. ASUJ and SEARK 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

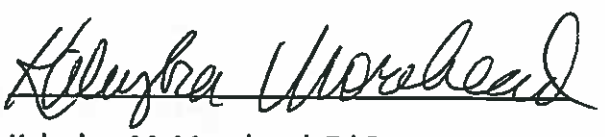
- A. This Agreement is effective upon execution and shall remain in effect even if persons, positions, and/or titles change.
- B. This Agreement may be terminated by either party with at least 90 calendar days written notice.
- C. In the event that the Agreement is terminated, no new students will be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



Kaleybra M. Morehead, Ed.D
Vice President for Academic Affairs
Southeast Arkansas College

June 28, 2018

Date

Appendix A:

Course equivalencies between Southeast Arkansas College and Arkansas State University – Jonesboro

SEARK Courses	ASUJ Courses
English Composition ENGL 1313 English Composition I ENGL 1323 English Composition II SPEE 2393 Oral Communication for Public Address	ENG 1003 Composition I ENG 1013 Composition II COMS 1203 Oral Communication
Mathematics MATH 1333 College Algebra	MATH 1023 College Algebra
Life Science BIOL 1464 Principles of Biology OR BIOL 2454 Human Anatomy and Physiology I OR BIOL 2474 Microbiology	BIOL 1003/1001 Biological Science/Lab BIO 2203/2201 Human Anatomy and Physiology I/Lab BIO 2103/2101 Microbiology for Nursing and Allied Health/Lab
Physical Science PHYS 1404 Physical Science OR PHYS 2414 General Physics I OR CHEM 1434 General Chemistry I	PHSC 1203/1201 Physical Science/Lab PHYS 2054 General Physics I CHEM 1013/1011 General Chemistry I/Lab
U.S. History/Government HIST 2313 U.S. History to 1877 OR HIST 2323 U.S. History since 1877 OR POLI 2313 American Government	HIST 2763 The United States to 1876 HIST 2773 The United States Since 1876 POSC 2103 Intro to US Government
Social Science <i>Choose 6 hours not already chosen:</i> PSYC 2303 General Psychology SOC 2313 Introduction to Sociology ECON 2313 Principles of Economics I ANTH 2333 Introduction to Anthropology HIST 1333 World Civilization I HIST 1343 World Civilization II HIST 2313 U.S. History to 1877 HIST 2323 U.S. History since 1877 GEOG 2313 General Geography POLI 2313 American Government	PSY 2013 Introduction to Psychology SOC 2213 Introduction to Sociology ECON 2313 Principles of Macroeconomics ANTH 2233 Introduction to Cultural Anthropology 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 GEOG 2613 Introduction to Geography POSC 2103 Intro to US Government
Humanities ENGL 2363 World Literature I OR ENGL 2373 World Literature II	ENG 2003 World Literature to 1660 ENG 2013 World Literature Since 1660
Fine Arts MUSI 2333 Music History and Appreciation OR ART 2343 Art History and Appreciation	MUS 2503 Fine Arts Music ART 2503 Fine Arts Visual

SEARK Courses

Institutional Requirements

COMP 1123 Introduction to Computers

EDUC 1313 Strategies for College Success

Advisor Approved Elective:

Advisor Approved Elective (3 hours)

Directed Electives

Directed Electives (16 hours)

ASUJ Courses

CS 1043 Introduction to Computers

UC 1013 Making Connections

Transfer Credit Elective

Transfer Credit Electives

ASU- JONESBORO COURSES

The following are courses that SEARK 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 SEARK 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