



**MEMORANDUM OF UNDERSTANDING
TRANSFER ARTICULATION**

**THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS ACTING FOR AND ON
BEHALF OF THE UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE AT MORRILTON
AND
ARKANSAS STATE UNIVERSITY-JONESBORO**

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

This Memorandum of Understanding ("Agreement"), entered into on ___ of August, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and The Board of Trustees of the University of Arkansas acting for and on behalf of the University of Arkansas Community College at Morrilton (hereinafter "UACCM"), located at 1537 University Blvd., Morrilton, Arkansas 72110.

PURPOSE

The purpose of this Agreement is to facilitate the transfer and degree completion of students earning the Associate of Arts in General Education at UACCM to the Bachelor of Science in Strategic Communication with Emphasis in Social Media Management. Through collaborative efforts, ASUJ and UACCM 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 in General Education at UACCM 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 in General Education at UACCM.
- 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 in General Education degree plan at UACCM, 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 UACCM online. Catalogs/Curricular requirements are available for both the on-campus and A-State Online programs.
- D. Students must complete baccalaureate degree requirements under the provisions of an ASUJ bulletin that is not more than 7 years old at the time of graduation, provided the student was enrolled in residence at any regionally accredited institution of higher education during the year the bulletin was in effect.
- E. Remedial course grades will not be computed in the cumulative GPA for purposes of admission to ASUJ.

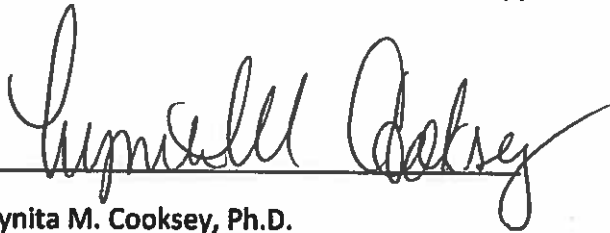
IMPLEMENTATION AND REVIEW

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

9/11/18
Date



Diana Arn, M.S.E.
Vice Chancellor for Academic Services
The Board of Trustees of the University of
Arkansas acting for and on behalf of the
University of Arkansas Community College
at Morrilton

8-28-18
Date

Appendix A:

Course equivalencies between University of Arkansas Community College at Morrilton and Arkansas State University – Jonesboro

UACCM Courses

English Composition

ENG 1013 Composition I
ENG 1023 Composition II
SPH 2303 Introduction to Oral Communications

Mathematics

MATH 1203 College Algebra OR
MATH 1204 College Algebra (Extended Format)

Life Science

BIOL 1004 Fundamental of Biology OR
BIOL 2104 Microbiology OR
BIOL 2004 Human Anatomy and Physiology I

Physical Sciences

PHY 2004 Physical Science OR
CHEM 2123/2121L General College Chemistry I/Lab OR
CHEM 1004 Fundamentals of Chemistry OR
SCI 2014 Earth Science

World History

HIST 1003 Western Civilization I OR
HIST 1013 Western Civilization II

U.S. History/Government

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

Social Sciences

Choose 3 hours not already chosen:

HIST 1003 Western Civilization I
HIST 1013 Western Civilization II
ANTH 2333 Introduction to Anthropology
ECON 2453 Macroeconomics
HIST 2003 U.S. History I
HIST 2013 U.S. History II
PSCI 2003 American Government
PSY 2003 General Psychology
SOC 2013 Introduction to Sociology

Humanities

ENG 2213 World Literature I OR
ENG 2223 World Literature II

ASUJ Courses

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

MATH 1023 College Algebra
MATH 1023 College Algebra

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

PHSC 1203/1201 Physical Science/Lab
CHEM 1013/1011 General Chemistry I/Lab
CHEM 1043/1041 Fundamental Concepts of Chemistry/Lab
Sub Gen Ed Physical Science

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 Intro to US Government

HIST 1013 World Civilization to 1660
HIST 1023 World Civilization since 1660
ANTH 2233 Introduction to Cultural Anthropology
ECON 2313 Principles of Macroeconomics
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
SOC 2213 Introduction to Sociology

ENG 2003 World Literature to 1660
ENG 2013 World Literature Since 1660

UACCM Courses

Fine Arts

THEA 2003 Theatre Appreciation **OR**

MUS 2003 Music Appreciation **OR**

ART 2003 Art Appreciation

Institutional Requirements

Approved Electives (10 hours)

Directed General Education Electives

Directed Electives (15 hours)

ASUJ Courses

THEA 2503 Fine Arts Theatre

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

Transfer Credit Electives

Transfer Credit Electives

ASU- JONESBORO COURSES

The following are courses that UACCM 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 UACCM 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