



**MEMORANDUM OF UNDERSTANDING
TRANSFER ARTICULATION**

**EAST ARKANSAS COMMUNITY 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 April, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and East Arkansas Community College (hereinafter "EACC"), located at 1700 New Castle Road, Forrest City, Arkansas 72335.

PURPOSE

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

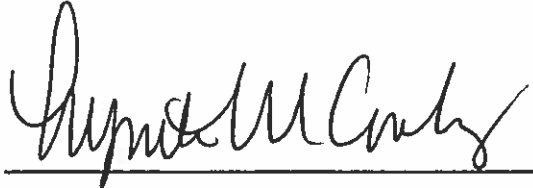
- E. ASUJ and EACC will make every effort to inform students of this Agreement. This may include, but is not limited to, inclusion within each institution's website, published catalog, recruitment publications, media announcements, social media engagement, and in-person information sessions.

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.

4/24/18

Lynita M. Cooksey, Ph.D.
Provost and Vice Chancellor for Academic
Affairs and Research
Arkansas State University-Jonesboro



Date



Michelle Wilson
Vice President for Academic Affairs
East Arkansas Community College

04/16/18

Date

Appendix A:

Course equivalencies between East Arkansas Community College and Arkansas State University - Jonesboro

EACC Courses

English Composition

ENG 1013 English Composition I

ENG 1023 English Composition II

Mathematics

MTH 1113 College Algebra

Life Science

BIO 1014 General Biology OR

BIO 2114 Anatomy & Physiology I OR

BIO 2504 Microbiology

Physical Sciences

PHS 1214 Physical Science OR

PHY 2114 General Physics I OR

CHE 1214 College Chemistry I

Social Sciences

SOC 2043 Cultural Anthropology OR

SOC 1013 Introduction to Sociology OR

PSY 1003 General Psychology

World History

HIS 1013 Western Civilization I OR

HIST 1023 Western Civilization II

US History/Government

HIS 2033 US History Before 1865 OR

HIS 2043 US History Since 1865 OR

PSC 2003 American Government

Arts and Humanities

ENG 2073 World Literature I

ENG 2083 World Literature II

DRA 1003 Theatre Appreciation OR

MUS 1003 Music Appreciation OR

ART 1003 Art Appreciation

Institutional Requirements

SPE 1003 Introduction to Oral Communication

BUS 1603 Computer Fundamentals

Directed Electives

Directed Electives (19 hours)

ASUJ Courses

ENG 1003 Composition I

ENG 1013 Composition II

MATH 1023 College Algebra

BIOL 1003/1001 Biological Science/Lab

BIO 2203/2201 Anatomy and Physiology I/Lab

BIO 2103/2101 Microbiology for Nursing/Lab

PHSC 1203/1201 Physical Science/Lab

PHYS 2054 General Physics I

CHEM 1013/1011 General Chemistry I/Lab

ANTH 2233 Introduction to Cultural Anthropology

SOC 2213 Introduction to Sociology

PSY 2013 Introduction to Psychology

HIST 1013 World Civilization to 1660

HIST 1023 World Civilization Since 1660

The United States to 1876

The United States Since 1876

POSC 2103 Intro to US Government

ENG 2003 World Literature to 1660

ENG 2013 World Literature Since 1660

THEA 2503 Fine Arts Theatre

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

COMS 1203 Oral Communication

CIT 1503 Microcomputer Applications

Transfer Credit Electives

ASU- JONESBORO COURSES

The following are courses that EACC 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 EACC 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