



**MEMORANDUM OF UNDERSTANDING
TRANSFER ARTICULATION**

**ARKANSAS NORTHEASTERN 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 Arkansas Northeastern College (hereinafter "ANC"), located at 2501 South Division Street, Blytheville, Arkansas 72315.

PURPOSE

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

- E. ASUJ and ANC 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

10/23/17

Date



June Walters, Ed.S.
Executive Vice President/Chief Academic
Officer
Arkansas Northeastern College

10-20-17

Date

Appendix A:

Course equivalencies between Arkansas Northeastern College and Arkansas State University - Jonesboro

ANC Courses

English Composition

EN 12003 English Composition I
EN 12013 English Composition II

Mathematics

MA 14043 College Algebra OR
MA 14123 Quantitative Reasoning

Life Science

BI 14033/14041 General Biology & Lab OR
BI 24003/24011 Human Anatomy & Physiology/Lab
OR
BI 24043/24051 Microbiology/Lab

Physical Sciences

PS 14003/14011 Physical Science/Lab OR
CH 14023/14031 General Chemistry I/Lab OR
PS 24023/24031 General Physics I/Lab OR
PS 14043/14051 Physical Geology/Lab

US History/Government

PO 23003 American National Government OR
HI 23003 U.S. to 1876 OR
HI 23013 U.S. since 1876

Social Sciences

Choose One of the Following:

HI 13003 World Civilization to 1600 OR
HI 13013 World Civilization since 1600

Choose Two of the Following not already chosen:

HI 13003 World Civilization to 1600 OR
HI 13013 World Civilization since 1600
SO 23013 Introduction to Sociology
EC 21003 Macroeconomics
PO 23003 American National Government
HI 23003 U.S. to 1876 OR
HI 23013 U.S. since 1876
PY 23003 General Psychology

Arts and Humanities

EN 22003 World Literature I OR
EN 22013 World Literature II OR
PH 22003 Introduction to Philosophy AND
TH 22013 Fine Arts Theatre OR

ASUJ Courses

ENG 1003 Composition I
ENG 1013 Composition II

MATH 1023 College Algebra
MATH 1043 Quantitative Reasoning

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

PHSC 1203/1201 Physical Science/Lab
CHEM 1013/1011 General Chemistry I/Lab
PHYS 2054 General Physics I
GEOL 1003/1001 Environmental Geology/Lab

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

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

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

ENG 2003 World Literature to 1660
ENG 2013 World Literature Since 1660
PHIL 1103 Introduction to Philosophy
THEA 2503 Fine Arts Theatre

ANC Courses

MU 22003 Music Appreciation OR
AR 22003 Art Appreciation

Physical Fitness and Recreation

PE 17112 Fitness for Life

Academic & Career Enrichment

PY 13002 Academic and Career Enrichment

Communication

SP 12103 Introduction to Communication

Directed Electives

Directed Electives (18 hours)

ASUJ Courses

MUS 2503 Fine Arts Music
ART 2503 Fine Arts Visual

PE 1002 Concepts of Fitness

Transfer Credit Elective

COMS 1203 Oral Communication

Transfer Credit Elective

ASU- JONESBORO COURSES

The following are courses that ANC 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 ANC 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