



MEMORANDUM OF UNDERSTANDING TRANSFER ARTICULATION

**SOUTH 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 14 of November, 2018, (“Effective Date”) by and between Arkansas State University-Jonesboro (hereinafter, “ASUJ”), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and South Arkansas Community College (hereinafter “SOUTHARK”), located at 300 South West Avenue, El Dorado, Arkansas 71730.

PURPOSE

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



- 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 SOUTHARK, 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 SOUTHARK 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.

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



Kelly Damphousse

Kelly Damphousse, Ph.D.
Chancellor
Arkansas State University-Jonesboro

11/14/18

Date

Barbra Jones

Barbra Jones, Ph.D.
President
South Arkansas Community College

11/14/18

Date



Appendix A:

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

SOUTHARK Courses

English Composition

ENGL 1113 Composition I
ENGL 1123 Composition II
SPCH 1113 Principles of Speech

Mathematics

MATH 1023 College Algebra

U.S. History

HIST 2013 History of the United States to 1876 **OR**
HIST 2023 History of the United States since 1876

World History

HIST 1003 History of Civilization to 1700 **OR**
HIST 1013 History of Civilization since 1700

Social Sciences

PSCI 2003 American Government: National
Choose 6 hours from the following:
ECON 2003 Macroeconomic Principles
GEOG 2003 Introduction to Geography
PSYC 2003 General Psychology
SOC 2003 Introduction to Sociology

Life Science

BIOL 1004/L Fundamentals of Biology/Lab **OR**
BIOL 2064/L Anatomy & Physiology I with Lab

Physical Sciences

CHEM 1024/L Chemistry I for Science Majors/L **OR**
PHYS 2024/L The Physical Sciences/Lab

Fine Arts/Humanities

Choose 3 hours from the following:

ENGL 2213 Literature I
ENGL 2223 Literature II

Choose 3 hours from the following:

ART 2003 Arts Appreciation
MUS 2003 Music Appreciation
THEA 2003 Theatre Appreciation

Choose 3 hours from the following:

ENGL 2213 Literature I
ENGL 2223 Literature II
ART 2003 Arts Appreciation
MUS 2003 Music Appreciation

ASUJ Courses

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

MATH 1023 College Algebra

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

POSC 2103 Intro to US Government

ECON 2313 Principles of Macroeconomics
GEOG 2613 Introduction to Geography
PSY 2013 Introduction to Psychology
SOC 2213 Introduction to Sociology

BIOL 1003/1001 Biological Science/Lab
BIO 2203/2201 Humana Anatomy & Physiology
I/Lab

CHEM 1013/1011 General Chemistry I/Lab
PHSC 1203/1201 Physical Science/Lab

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

ART 2503 Fine Arts Visual
MUS 2503 Fine Arts Music
THEA 2503 Fine Arts Theatre

ENG 2003 World Literature to 1660
ENG 2013 World Literature Since 1660
ART 2503 Fine Arts Visual
MUS 2503 Fine Arts Music



SOUTHARK Courses

THEA 2003 Theatre Appreciation
PHIL 2003 Introduction to Philosophy

Health and Physical Education

PHED 1001 P.E Activity (2 hour) **OR**
HPER 1403 Personal and Community Health

Electives

Directed Electives (14 hours)



ASUJ Courses

THEA 2503 Fine Arts Theatre
PHIL 1103 Introduction to Philosophy

Transfer Credit Elective

HLTH 2513 Principles of Personal Health

Transfer Credit Electives



ASU- Jonesboro Courses

The following are courses that SOUTHARK 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 (9 hours)

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 SOUTHARK 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