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, Ph.D.
Chancellor
Arkansas State University-Jonesboro

Date

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

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 Human 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