



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**PHILLIPS COMMUNITY COLLEGE OF THE UNIVERSITY OF ARKANSAS  
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 17th of October, 2017, 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 Phillips Community College the University of Arkansas (hereinafter “PCCUA”), located at 1000 Campus Road, Helena, Arkansas 72342.

**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 PCC to the Bachelor of Science in Strategic Communication with Emphasis in Social Media Management. Through collaborative efforts, ASUJ and PCCUA 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 PCCUA 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 PCCUA.
- 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 PCCUA, 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 PCCUA 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.

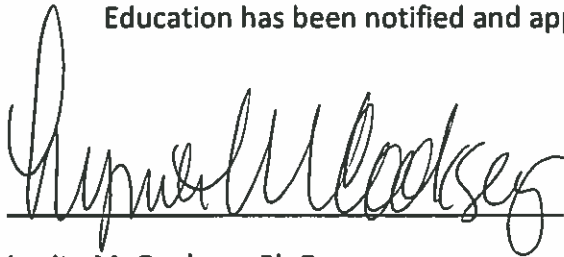
### **IMPLEMENTATION AND REVIEW**

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

1/5/18  
Date



Keith Pinchback, Ed.D.  
Chancellor  
Phillips Community College of the University  
of Arkansas

8 Dec 17  
Date

## Appendix A:

### Course equivalencies between Phillips Community College of the University of Arkansas and Arkansas State University – Jonesboro

#### PCC Courses

##### English Composition

EH 113 Composition I  
EH 123 Composition II  
SP 243 Fundamentals of Speech  
EH 233 World Literature I OR  
EH 243 World Literature II

##### Mathematics

MS 123 College Algebra

##### Life Science

BY 114 General Biology I OR  
BY 124 General Biology II OR  
BY 154 Anatomy/Physiology I

##### Physical Sciences

PS 215 General Physics I OR  
PS 114 Physical Science I OR  
CY 114 General Chemistry I

##### Social Sciences

*Choose 9 hours*

ES 213 Macroeconomics  
GEOG 213 Intro to Geography  
HY 213 U.S. History to 1877  
HY 223 U.S. History since 1877  
HY 113 Western Civilization I  
HY 123 Western Civilization II  
PLS 213 American Federal Government  
PSY 213 General Psychology  
SY 213 Fundametnals of Sociology

##### World History

HY 213 U.S. History I OR  
HY 223 U.S. History II

##### U.S. History

HY 113 Western Civilization I OR  
HY 123 Western Civilization II

##### Fine Arts

*Choose One of the following*

SP 123 Intro to Theatre  
MSC 223 Music Appreciation  
FA 213 Fine Arts I  
FA 223 Fine Arts II

#### ASUJ Courses

ENG 1003 Composition I  
ENG 1013 Composition II  
COMS 1203 Oral Communication  
ENG 2003 World Literature to 1660  
ENG 2013 World Literature Since 1660

MATH 1023 College Algebra

BIOL 1003/1001 Biological Science/Lab  
BIOL 1003/1001 Biological Science/Lab  
BIOL 2203/2201 Human Anatomy and Physiology/Lab

PHYS 2054 General Physics I  
PHSC 1203/1201 Physical Science/Lab  
CHEM 1013/1011 General Chemistry I/Lab

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

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

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

**PCC Courses**

*Choose One of the following not already chosen:*

SP 123 Intro to Theatre

MSC 223 Music Appreciation

FA 213 Fine Arts I

FA 223 Fine Arts II

EH 233 World Literature I

EH 243 World Literature II

PHIL 153 Intro to Philosophy

**Physical Education**

Any PEAC course ( 1 hour)

**Computer Technology**

CT 113 Computer Information Systems

**Electives**

Directed Electives (12 hours)

**ASUJ Courses**

THEA 2503 Fine Arts Theatre

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

ART 2503 Fine Arts Visual

ENG 2003 World Literature to 1660

ENG 2013 World Literature Since 1660

PHIL 1103 Introduction to Philosophy

Transfer Credit Elective

CS 1043 Introduction to Computers

Transfer Credit Electives

## ASU- JONESBORO COURSES

The following are courses that PCC students must take to complete ASU'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 PCC 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