



**MEMORANDUM OF UNDERSTANDING
TRANSFER ARTICULATION**

**ARKANSAS STATE UNIVERSITY-MOUNTAIN HOME
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 State University-Mountain Home (hereinafter "ASUMH"), located at 1600 South College St., Mountain Home, AR 72653.

PURPOSE

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

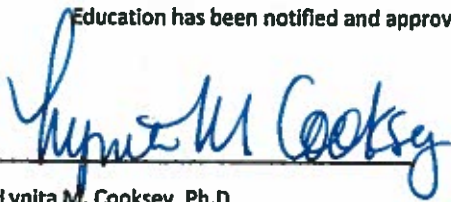
IMPLEMENTATION AND REVIEW

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

Date

10/23/17



Martin Eggensperger, Ph.D.
Vice Chancellor for Academic Affairs
Arkansas State University-Mountain Home

Date

10/20/2017

Appendix A:

Course equivalencies between Arkansas State University-Mountain Home and Arkansas State University – Jonesboro

ASUMH Courses

English Composition

ENG 1003 Composition I
ENG 1013 Composition II

Mathematics

MATH 1023 College Algebra

Humanities

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

Fine Arts

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

Social Sciences

Choose 9 hours:

SOC 2213 Principles of Sociology
ECON 2313 Principles of Macroeconomics
ECON 2333 Economic Issues and Concepts
HIST 1013 World Civilization to 1660
HIST 1023 World Civilization Since 1660
GEOG 2703 World Geography
PSY 2513 Introduction to Psychology
SOC 2233 Introduction to Cultural Anthropology

U.S. History/Government

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

Life Science

BIOL 1004 Biology Science & Lab

Physical Sciences

PHYS 1204 Physical Science & Lab

Institutional Requirements

CIS 1053 Computer Essentials
ORT 1011 First Year Experience
SPCH 1203 Oral Communication
HLT 2203 Basic Human Nutrition OR

ASUJ Courses

ENG 1003 Composition I
ENG 1013 Composition II

MATH 1023 College Algebra

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

SOC 2213 Introduction to Sociology
ECON 2313 Principles of Macroeconomics
ECON 2333 Economic Issues and Concepts
HIST 1013 World Civilization to 1660
HIST 1023 World Civilization Since 1660
GEOG 2613 Introduction to Geography
PSY 2013 Introduction to Psychology
ANTH 2233 Introduction to Cultural Anthropology

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

BIOL 1003/1001 Biological Science/Lab

PHSC 1203/1201 Physical Science/Lab

Transfer Credit Elective
Transfer Credit Elective
COMS 1203 Oral Communication
NRS 2203 Basic Human Nutrition

ASUMH Courses

Any PE courses (3 hours)

Directed Electives

Directed Electives (15 hours)

ASUJ Courses

Transfer Credit Elective

Transfer Credit Electives

ASU- JONESBORO COURSES

The following are courses that ASUMH 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 ASUMH 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