



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE AT BATESVILLE  
AND  
ARKANSAS STATE UNIVERSITY-JONESBORO**

**Associate of Arts – General Education  
and  
Bachelor of Science in Strategic Communication  
Emphasis in Social Media Management**

This Memorandum of Understanding (“Agreement”), entered into on this 8<sup>th</sup> day of November 2017, (“Effective Date”) by and between Arkansas State University (hereinafter, “A-State”), located at 2105 Aggie Road, Jonesboro, Arkansas 72401 and the Board of Trustees of the University of Arkansas for and on behalf of University of Arkansas Community College Batesville (hereinafter “UACCB”), located at 2005 White Drive, Batesville, Arkansas 72501.

**PURPOSE**

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

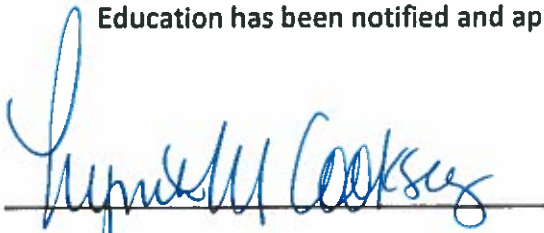
### **IMPLEMENTATION AND REVIEW**

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

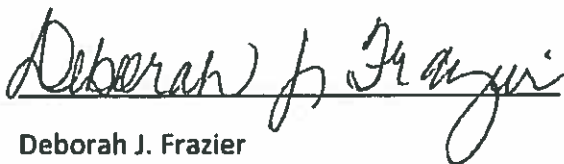
- A. This Agreement is effective upon execution and shall remain in effect even if persons, positions, and/or titles change.
- B. This Agreement may be terminated by either party with at least 90 calendar days written notice.
- C. In the event that the Agreement is terminated, no new students will be 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

11-15-17

Date



Deborah J. Frazier  
Chancellor  
University of Arkansas Community College at Batesville

November 09, 2017

Date

## Appendix A:

### Course equivalencies between University of Arkansas Community College at Batesville and Arkansas State University - Jonesboro

#### UACCB Courses

##### English Composition

ENG 1103 English Composition I  
ENG 1203 English Composition II  
SPC 1003 Oral Communication

##### Mathematics

MTH 1023 College Algebra (or higher level math course)

##### Life Science

BIO 1033/1031 Biology for General Education/Lab  
OR  
BIO 1103/1101 Biology for Majors/Lab OR  
BIO 2203/2201 Microbiology/Lab OR

##### Physical Sciences

CHM 1103/1101 College Chemistry I/Lab OR  
PHS 1003/1001 Physical Science/Lab OR  
GEL 1003/1001 Physical Geology/Lab

##### Social Sciences

*Choose 9 hours not already chosen:*

HIS 1013 World Civilization I  
HIS 1023 World Civilization II  
HIS 2003 United States History I  
HIS 2013 United States History II  
POS 2103 United States Government  
ECN 2013 Macroeconomics  
SOC 2003 Principles of Sociology  
SOC 2023 Cultural Anthropology

##### World History

HIS 1013 World Civilization I OR  
HIS 1023 World Civilization II

##### U.S. Government/History

HIS 2003 United States History I OR  
HIS 2013 United States History II OR  
POS 2103 United States Government

##### Fine Arts/Humanities

*Choose One of the following:*

PHI 1003 Introduction to Philosophy

#### ASUJ Courses

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

MATH 1023 College Algebra

BIOL 1003/1001 Biological Science/Lab

BIOL 1003/1001 Biological Science/Lab  
BIOL 2103/2101 Microbiology for Nursing/Lab

CHEM 1013/1011 General Chemistry I/Lab

PHSC 1203/1201 Physical Science/Lab  
GEOL 1003/1001 Environmental Geology/Lab

HIST 1013 World Civilization to 1660

HIST 1023 World Civilization Since 1660

HIST 2763 The United States to 1876

HIST 2773 The United States Since 1876

POSC 2103 Intro to US Government

ECON 2313 Principles of Macroeconomics

SOC 2213 Introduction to Sociology

ANTH 2233 Introduction to Cultural Anthropology

HIST 1013 World Civilization to 1660

HIST 1023 World Civilization Since 1660

HIST 2763 The United States to 1876

HIST 2773 The United States Since 1876

POSC 2103 Intro to US Government

PHIL 1103 PHI 1003 Introduction to Philosophy

**UACCB Courses**

ENG 2113 World Literature I

ENG 2213 World Literature II

*Choose One of the following:*

FAT 2013 Theater

FAM 2003 Music

FAV 2023 Visual Art

*Choose One of the following not already chosen:*

PHI 1003 Introduction to Philosophy

ENG 2113 World Literature I

ENG 2213 World Literature II

FAT 2013 Theater

FAM 2003 Music

FAV 2023 Visual Art

**Physical Education**

PE 1003 Concepts of Physical Activity

**Institutional Requirements**

Directed Electives (13 hours)

**ASUJ Courses**

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

PHIL 1103 PHI 1003 Introduction to Philosophy

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

PE 1002 Concepts of Fitness

Transfer Credit Electives

# ASU- JONESBORO COURSES

The following are courses that UACCB 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 UACCB 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

