



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**ARKANSAS STATE UNIVERSITY-MID-SOUTH  
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 \_\_\_ of May, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and Arkansas State University-Mid-South (hereinafter "ASUMS"), located at 2000 West Broadway, West Memphis, AR 72301.

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

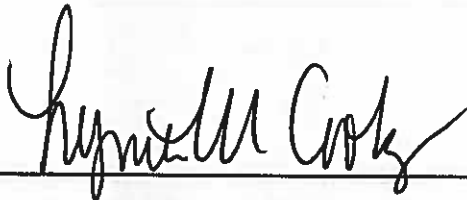
### **IMPLEMENTATION AND REVIEW**

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

- E. ASUJ and ASUMS 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

5-14-18

Date



Cliff E. Jones, Ph.D.  
Senior Vice Chancellor for Learning and  
Instruction  
Arkansas State University-Mid South

5-20-18

Date

## Appendix A:

### Course equivalencies between Arkansas State University-Mid-South and Arkansas State University – Jonesboro

<b>ASUMS Courses</b>	<b>ASUJ Courses</b>
<b>English Composition</b> ENG 1113 English Composition I ENG 1123 English Composition II	ENG 1003 Composition I ENG 1013 Composition II
<b>Mathematics</b> MATH 1113 College Algebra	MATH 1023 College Algebra
<b>Life Science</b> BIOL 1114/1110 General Biology/Lab	BIOL 1003/1001 Biological Science/Lab
<b>Physical Sciences</b> PSCI 1214/1210 Physical Science/Lab	PHSC 1203/1201 Physical Science/Lab
<b>Fine Arts</b> ARTS 1123 Intro to Theatre OR MUSC 1103 Music Appreciation OR ARTS 1103 Art Appreciation	THEA 2503 Fine Arts Theatre MUS 2503 Fine Arts Music ART 2503 Fine Arts Visual
<b>Humanities</b> <i>Choose 6 hours</i> ENGL 2153 World Literature I ENGL 2163 World Literature II PHIL 2013 Introduction to Philosophy	ENG 2003 World Literature to 1660 ENG 2013 World Literature Since 1660 PHIL 1103 Introduction to Philosophy
<b>U.S. History/Government</b> HIST 2123 U.S. History Before 1877 OR HIST 2133 U.S. History After 1877 OR POLS 1143 American Government	HIST 2763 The United States to 1876 HIST 2773 The United States Since 1876 POSC 2103 Intro to US Government
<b>World History</b> HIST 1153 World Civilization I OR HIST 1163 World Civilization II	HIST 1013 World Civilization to 1660 HIST 1023 World Civilization Since 1660
<b>Social Sciences</b> SOC 1303 Introduction to Sociology OR ANTH 2013 Cultural Anthropology OR PSYC 1403 Introduction to Psychology	SOC 2213 Introduction to Sociology ANTH 2233 Introduction to Cultural Anthropology PSY 2013 Introduction to Psychology
<b>Communication</b> ENGL 2303 Oral Communications	COMS 1203 Oral Communication
<b>Physical Education</b> Any HPED course (3 hours)	Transfer Credit Elective

**ASUMS Courses**

**College Success**

COMP 1113 Computer Fundamentals

CSUR 1101 College Survival Skills

**Directed Electives**

Directed Electives (15 hours)

**ASUJ Courses**

CIT 1503 Microcomputer Applications

Transfer Credit Elective

Transfer Credit Electives

# ASU- JONESBORO COURSES

The following are courses that ASUMS 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 ASUMS 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