



**MEMORANDUM OF UNDERSTANDING  
TRANSFER ARTICULATION**

**COLLEGE OF THE OUACHITAS  
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 November, 2017, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and College of the Ouachitas (hereinafter "COTO"), located at One College Circle, Malvern, Arkansas 72104.

**PURPOSE**

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

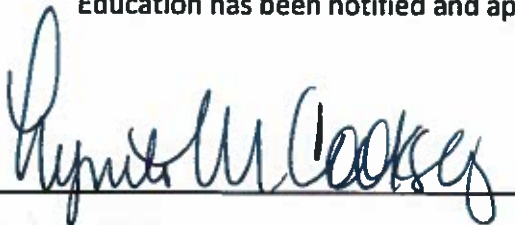
### **IMPLEMENTATION AND REVIEW**

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

- E. ASUJ and COTO 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

11/30/17  
Date



Pat Simms, M.S.E  
Vice President of Instruction  
College of the Ouachitas

11/29/17  
Date

## Appendix A:

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

#### COTO Courses

##### English Composition

ENGL 1113 Composition I

ENGL 1213 Composition II

COMM 2113 Oral Communications

##### Mathematics

MATH 1143 College Algebra

##### Life Science

BIOL 1124 Introduction to Biology

##### Physical Sciences

PHYC 1124 Introduction to Physics OR

PHYC 1134 Introduction to Physical Science OR

PHYC 1144 Introduction to Astronomy OR

CHEM 1214 General Chemistry I

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

HIST 2113 U.S. History through 1865 OR

HIST 2123 U.S. History since 1865 OR

GOVT 2113 American National Government

##### World Civilization

HIST 1113 Civilization through 16<sup>th</sup> Century OR

HIST 1123 Civilization since 16<sup>th</sup> Century

##### Social Sciences

*Choose One of the following:*

SOCI 1113 Introduction to Sociology

PSYC 1113 General Psychology

*Choose One of the following not already chosen:*

SOCI 1113 Introduction to Sociology

PSYC 1113 General Psychology

GEOG 113 Geography

ECON 2113 Principles of Macroeconomics

##### World Literature

ENGL 2213 World Literature I OR

ENGL 2223 World Literature II

##### Humanities

HUMN 2133 Humanities: Theater OR

HUMN 2123 Humanities: Music OR

HUMN 2113 Humanities: Art

#### ASUJ Courses

ENG 1003 Composition I

ENG 1013 Composition II

COMS 1203 Oral Communication

MATH 1023 College Algebra

BIOL 1003/1001 Biological Science/Lab

PHSC 1203/1201 Physical Science/Lab

PHSC 1203/1201 Physical Science/Lab

PHSC 1103/1101 Intro to Space Science/Lab

CHEM 1013/1011 General Chemistry I/Lab

HIST 2763 The United States to 1876

HIST 2773 The United States Since 1876

POSC 2103 Intro to US Government

HIST 1013 World Civilization to 1660

HIST 1023 World Civilization Since 1660

SOC 2213 Introduction to Sociology

PSY 2013 Introduction to Psychology

SOC 2213 Introduction to Sociology

PSY 2013 Introduction to Psychology

GEOG 2613 Introduction to Geography

ECON 2313 Principles of Macroeconomics

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

**COTO Courses**

**Institutional Requirements**

**DATA 1123 Fundamentals of Information  
Technology**

**PHIL 2113 Introduction to Philosophy**

**PHYS 1221 Life Fitness**

**Directed Electives (15 hours)**

**ASUJ Courses**

**CS 1013 Introduction to Computers**

**PHIL 1103 Introduction to Philosophy**

**PE 1002 Concepts of Fitness**

**Transfer Credit Electives**

## ASU- JONESBORO COURSES

The following are courses that COTO 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 COTO 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