

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

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

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

PLS 213 American Federal Government
PSY 213 General Psychology
SY 213 Fundametnals of Sociology

POSC 2103 Intro to US Government
PSY 2013 Introduction to Psychology
SOC 2213 Introduction to Sociology

World History

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

HIST 2763 The United States to 1876
HIST 2773 The United States Since 1876

U.S. History

HY 113 Western Civilization I **OR**
HY 123 Western Civilization II

HIST 1013 World Civilization to 1660
HIST 1023 World Civilization since 1660

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

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

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

Physical Education

Any PEAC course (1 hour)

Transfer Credit Elective

Computer Technology

CT 113 Computer Information Systems

CS 1043 Introduction to Computers

Electives

Directed Electives (12 hours)

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