

## OVERVIEW:

This agreement is intended to provide students who have earned an **Associate in Arts in Business** at North Central Missouri College (NCMC) the opportunity to complete a **Bachelor of Science in Social Media Management** at Northwest Missouri State University (Northwest) during the 2023-2024 Academic Catalog. Meeting with an academic advisor is important to ensure students are meeting general education and major requirements.

## CONDITIONS OF TRANSFER:

### Section I: Admissions and Matriculation

- Under the provisions of the Memorandum of Agreement, students who meet published admissions standards will be eligible to matriculate at Northwest ([nwmissouri.edu/admissions/transfer/criteria.htm](https://nwmissouri.edu/admissions/transfer/criteria.htm)). Additionally, students who meet published scholarship guidelines will be awarded accordingly at Northwest ([nwmissouri.edu/finaid/aid/scholarships/transfer.htm](https://nwmissouri.edu/finaid/aid/scholarships/transfer.htm)).
- School of Communication and Mass Media requirements are listed in the Academic Catalog: <https://www.nwmissouri.edu/academics/catalog/index.htm>

### Section II: Transfer of Credit

- Transfer credit from NCMC will be evaluated based on the academic policies section of the Academic Catalog ([nwmissouri.edu/academics/catalog/index.htm](https://nwmissouri.edu/academics/catalog/index.htm)).
- Credit for courses not listed within this agreement may be reviewed in the Transfer Equivalency System ([nwmissouri.edu/admissions/transfer/tes.htm](https://nwmissouri.edu/admissions/transfer/tes.htm)).
- Courses that are non-college level (commonly less than 100 level courses) are not transferable toward a baccalaureate degree.
- Only academic courses with passing letter grades (A, B, C, D) will be accepted for graduation requirements. This information is specified in the Academic Catalog.

### Section III: Program Plan

- Students in this program articulation agreement will be responsible for successfully completing the following requirements.

Semester 1 (16) - NCMC	Semester 2 (14) - NCMC
CS102 - College Seminar 1 EC253 - Macroeconomics 3 AC136 - Accounting I 3 Math Requirement 3 BT160 - Microcomputer Applications 3 EN101 - English I 3	BT130 - Business Communications 3 AC137 - Accounting II 3 Life Science Requirement 5 Humanities Requirement 3
Semester 3 (16) - NCMC	Semester 4 (15) - NCMC
BA221 - Business Law 3 HI103 - American History to 1877 3 Physical Science Requirement 4 EN102 - English II 3 Humanities Requirement 3	BA, BT, AC Business Elective 3 (strongly recommend BA 154 Principles of Marketing)* PY121 - General Psychology 3 SP175 - Speech Communications OR SP220 - Interpersonal Communications 3 EC252 - Microeconomics 3 Humanities Requirement 3
Semester 5 (15) – Northwest	Semester 6 (15) – Northwest
20-130 Professional Media Writing 3 20-120 Introduction to Mass Media 3 20-110 Fundamentals of Electronic Media Production 3 20-220 Media Literacy 3 29-260 Public Relations Techniques 3	20-230 Introduction to Advertising 3 20-243 Media Design 3 20-320 Theories of Mass Communication OR 29-210 Communication Theory 3 20-303 Introduction to Web Publishing 3 20-225 Video Production 3
Semester 7 (18) – Northwest	Semester 8 (15) – Northwest
55-334 Social Media Marketing 3 20-334 UX and Analytics 3 20-220 Media Literacy 3 20-355 Photojournalism 3 29-360 Principles of Public Relations 3 20-333 Social Media Strategies 3	29-332 Propaganda and Persuasion 3 Internship 3 29-401 Special Topics – Visual Rhetoric 3 29-460 Public Relations Problems: Cases, Concepts and Campaigns 3 20-314 Communication Law & Ethics 3

\* Program plan assumes completion of recommended course prior to enrolling at Northwest.

Please note this outline does not supersede the requirements listed in the North Central Missouri College Academic Catalog or Northwest Undergraduate Academic Catalog nor does it constitute a contractual arrangement, rather it is for information only. Updated 07/2023  
This agreement is structured based on course offerings at the Maryville campus. This program is not offered fully online.

## ADDITIONAL INFORMATION:

### Transfer Advisor

- Email: [transfer@nwmissouri.edu](mailto:transfer@nwmissouri.edu)
- Phone: 660.562.1804

### School of Communication and Mass Media

- Email: [nwcomm@nwmissouri.edu](mailto:nwcomm@nwmissouri.edu)
- Website: [nwmissouri.edu/communications/](http://nwmissouri.edu/communications/)

### Academic Catalog

- [nwmissouri.edu/academics/catalog/index.htm](http://nwmissouri.edu/academics/catalog/index.htm)

### Transferring Credit

- [nwmissouri.edu/admissions/transfer/tes.htm](http://nwmissouri.edu/admissions/transfer/tes.htm)

### Transfer Admissions

- [nwmissouri.edu/transfer](http://nwmissouri.edu/transfer)

IN WITNESS WHEREOF, the parties have hereunto affixed their signatures.

**For Northwest Missouri State University**

---

Date

**For North Central Missouri College**

---

Date