



**Transfer Articulation Agreement for Baccalaureate Degree
Memorandum of Understanding Between
Husson University and
Eastern Maine Community College**

Statement of Purpose

Husson University and Eastern Maine Community College have entered into this transfer articulation agreement. The purpose of this agreement is to facilitate student academic transfer and provide a smooth transition from a two-year college to a university. It is recognized that this agreement shall describe the required program of study at Eastern Maine Community College for admission eligibility to Husson University and the Baccalaureate Degree Program indicated.

Terms and Conditions of Academic Credit Transfer

To: Bachelor of Science in Mass Communications (as referenced in Appendix B)

From: Associate of Science in Digital Graphic Design (as referenced in Appendix B)

The evaluation and transfer of earned college credits shall be in compliance with state and federal education policies and institutional and academic program accreditation standards pertaining to undergraduate academic transfer. Current students and graduates who have earned degrees from Eastern Maine Community College shall be eligible for credit evaluation under the terms of this agreement.

Transfer students will be accorded the same standards and criteria for admission to a major degree sequence as Husson University students. All applicants accepted to Husson University's Baccalaureate programs must fulfill the graduation requirements of the granting institution as identified in Addendum A & B.

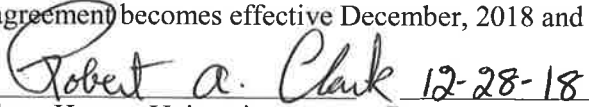
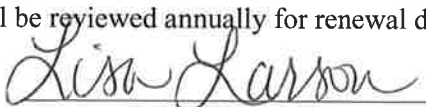
- * Addendum A Contains Admission & Graduation Requirements of the Receiving Institution
- * Addendum B Identifies the Programs incorporated into the Memorandum with attachments that provide side by side course equivalency tables for the academic programs listed.

Articulation Implementation and Agreement Review

The Chief Academic Officer designee of the collaborating institutions shall be responsible for implementing this agreement, for identifying and incorporating any changes into subsequent agreements, and for conducting a periodic review of this agreement.

Signatures to This Agreement

This agreement becomes effective December, 2018 and will be reviewed annually for renewal discussion.

 _____ President, Husson University	Date	 _____ President, EMCC	Date
	12-28-18		12/28/18

**Transfer Articulation Agreement for Baccalaureate Degree
Memorandum of Understanding Between
Husson University and
Eastern Maine Community College**

ADDENDUM A

This addendum includes Husson University's admission requirement, transfer policy, specific program requirements, and contact information of the individuals at the respective institutions.

Admissions requirements

In order to be admitted into a Husson University degree program, the following documentation is required:

- high school transcript(s);
- college transcript(s);
- military transcripts (if applicable);
- appropriate immunizations;
- appropriate application form with the Division of Extended Learning or the Office of Undergraduate Admissions.

Transfer Policy

Transfer of credits earned at the granting institution will be considered according to the schedules in Addendum B. Specific information regarding Husson University's transfer credit policy is as follows:

- Transfer students applying to Husson University under advanced standing, based on the quality of their credentials, must request an official transcript be sent to Husson University Admissions. Each transcript will be evaluated individually based upon grades and existing transfer agreements between Husson University and the transfer institution at the time of application.
- Transfer students and Husson University students will be held to the same standards and criteria for admission.
- A transfer student without an associate degree is granted academic credit for courses in which a "C" or better grade has been attained.
- The transfer student, after becoming a student at Husson, cannot transfer additional credits from any other institution into a Husson degree or certificate program.
- Students who transfer into Husson University must complete their final 30 credit hours at Husson University and a minimum of 15 credits specific to the major.

Requirements for the Bachelor of Science in Mass Communications – Marketing Communications

- Completion of 120 credits [or] Completion of credits according to the attachments in Addendum B
- Cumulative grade point average needed to graduate 2.0

Institutional Contact Information

Academic Department Program Coordinator for Marketing Communications at Husson University

Name: Nancy Roberts _____ e-mail: robertsn@husson.edu _____ Phone: (207) 992-4934 _____

Academic Department Chair at Eastern Maine Community College

Name: Heather Magee _____ e-mail: hmagee@emcc.edu _____ Phone: (207) 974-4644 _____

**Transfer Articulation Agreement for Baccalaureate Degree
Memorandum of Understanding Between
Husson University and
Eastern Maine Community College**

ADDENDUM B

The following programs are incorporated by reference into the Memorandum of Understanding:

- AAS Digital Graphic Design transfer to BS Mass Communications – Marketing Communications

The attachments to this Addendum provide specific information regarding the number of credits that may be transferred in accordance with this agreement. They also provide an understanding as to the courses remaining to complete the specified degree programs. This information is meant as a guide only. Husson University makes ongoing improvements to its curriculum for the benefit of its student and therefore, it reserves the right to change program requirements. Such changes generally do not change the essence of the quality of academic programming and expected outcomes. However, students and advisors must make every effort to assure themselves of the program requirements and any changes that may be in effect upon admission into Husson University.

This addendum may be updated from time to time to reflect programmatic changes at the institutions participating in this Memorandum of Understanding. The date below reflects version of this agreement and whether this addendum constitutes an amendment to the original.

DATE: December 3, 2018

ORIGINAL

INITIALS: DLH



EMCC Transfer Agreement

AAS Digital Graphic Design

EMCC

Husson University

First Semester

ART 112	2-D Design	3
DGD 113	Introduction to Photoshop	3
DGD 120	Digital Illustration	3
ENG 101	College Composition	3
Elective	Any Math (100 level or higher)	3

FA ____	Fine Arts Elective	3
Elective	BA/CT/EP/FA/HA/IT/MC Elective	3
Elective	BA/CT/EP/FA/HA/IT/MC Elective	3
EH 123	Rhetoric and Composition I	3
	Choose One Below	3

Second Semester

ART 101	Introduction to Digital Photography	3
DGD 131	Introduction to Page Layout and Design	3
DGD 133	Marketing Communications	3
HUM 103	Intro to Art and Design in the 20th Century	3
Elective	Any Communications, Humanities, Mathematics Science or Social Science (100 level or higher)	3

CT 245	Photography I	3
Elective	BA/CT/EP/FA/HA/IT/MC Elective	3
MC 220	Introduction to Marketing	3
Elective	BA/CT/EP/FA/HA/IT/MC Elective	3
	Choose One Below	3

Third Semester

ART 232	Commercial Photography	3
DGD 201	Graphic Web Design	3
DGD 221	Introduction to Typography	3
Elective	Any Math or Science (100 level or higher)	3-4

Elective	BA/CT/EP/FA/HA/IT/MC Elective	3
MC 245	Graphic Design	3
Elective	BA/CT/EP/FA/HA/IT/MC Elective	3
	Choose One Below	3-4

Fourth Semester

CST 143	Web Application and Development	3
ENG 215	Business and Technical Writing	3

IT 202	Web Design for Non-Majors	3
CM 200	Interpersonal Communications	3

Elective Options*

Communications/Humanities/Social Science

ENG 112	Introduction to Literature	3
PSY 101	Introduction to Psychology	3
SPE 101	Oral Communications	3

EH 200	Approaches to Literature	3
PY 111	General Psychology	3
CM 100	Speech	3

Mathematics

MAT 119	College Algebra	3
MAT 161	Introduction to Statistics	3

MS 141	Contemporary College Algebra	3
MS 132	Probability and Statistics	3

Science

	Choose any BIO, CHE or PHY course with a lab component	4
--	--	---

SC ____	Science Elective	4
---------	------------------	---

Total Credits Transferred to Husson

48

*Only electives applicable towards the BS Mass Communications degree have been listed as options

Courses to be Completed at Husson University

CM 100	Speech*	3
CT 100	Introduction to Video Production	3
EH 124	Rhetoric and Composition II	3
EH 200	Approaches to Literature*	3
HY 301	The 20th Century	3
IT 121	Computer Applications for Digital Media	3
MC 101	Introduction to Media	3
MC 116	Introduction to Public Relations	3
MC 131	Voice and Diction	3
MC 216	Principles of Advertising	3
MC 228	Digital Marketing Principles & Strategies	3
MC 236	History of Mass Communications	3
MC 301	Career Prep	1
MC 316	Advertising Campaigns	3
MC 317	Public Relations Techniques	3
MC 319	Media sales and Marketing	3
MC 322	Social Media Marketing	3
MC 338	Communication Research Methods	3
MC 400	Ethics in Media	3
MC 406	Media Law and Regulation	3
MC 418	Marketing Communications Campaigns	3
MS 132	Probability and Statistics*	3
MS 141	Contemporary College Algebra*	4
PY 111	General Psychology*	3
GL ___	Global Perspectives Elective	3
LC ___	Foreign Culture and Conversation Elective	3
SC ___	Lab Science Elective*	3

Total Credits Remaining at Husson

72

*Course may be transferred if taken as an elective

Students from Eastern Maine Community College transferring to Husson University under advanced standing, based on the quality of their credentials, must request an official transcript be sent to Husson University Admissions. Each transcript will be evaluated individually based upon grades and existing transfer agreements between Husson University and EMCC. Transfer students and Husson University students will be held to the same standards and criteria for admission. Upon transfer, any outstanding requirements at Husson University must be completed.



Bachelor of Science in Mass Communications - Marketing Communications
2018/2019 Academic Year

		<u>First Year</u>			
First Semester	Sem./Yr.	Grade	Second Semester	Sem./Yr.	Grade
EH 123 Rhetoric & Composition I	<u>ENG 101</u>	<u>T</u>	CT 100 Intro to Video Production	<u> </u>	<u> </u>
HE 111 The Husson Experience	<u> </u>	<u> </u>	EH 124 Rhetoric & Composition II	<u> </u>	<u> </u>
IT 121 Comp Apps for Digital Media	<u> </u>	<u> </u>	MC 220 Intro to Marketing	<u>DGD 133</u>	<u>T</u>
MC 101 Intro to Media	<u> </u>	<u> </u>	MC 236 History of Mass Comm	<u> </u>	<u> </u>
MC 116 Intro to Public Relations	<u> </u>	<u> </u>	MS 141 Contemp. College Algebra	<u>Option*</u>	<u>T</u>
		<u>Second Year</u>			
Third Semester	Sem./Yr.	Grade	Fourth Semester	Sem./Yr.	Grade
CM 100 Speech	<u>Option*</u>	<u>T</u>	CM 200 Interpersonal Comm.	<u>ENG 215</u>	<u>T</u>
EH 200 Approaches to Literature	<u>Option*</u>	<u>T</u>	CT 245 Photography I	<u>ART 101</u>	<u>T</u>
MC 216 Principles of Advertising	<u> </u>	<u> </u>	HY 301 The 20th Century	<u> </u>	<u> </u>
MC 245 Graphic Design	<u>DGD 201</u>	<u>T</u>	IT 202 Web Design for Non-Majors	<u>CST 143</u>	<u>T</u>
MS 132 Probability & Statistics	<u>Option*</u>	<u>T</u>	MC 131 Voice and Diction	<u> </u>	<u> </u>
		<u>Third Year</u>			
Fifth Semester	Sem./Yr.	Grade	Sixth Semester	Sem./Yr.	Grade
MC 228 Digital Mktg Prin & Strat	<u> </u>	<u> </u>	MC 316 Advertising Campaigns	<u> </u>	<u> </u>
MC 317 Pub. Relations Techniques	<u> </u>	<u> </u>	MC 338 Comm Research Methods	<u> </u>	<u> </u>
PY 111 General Psychology	<u>Option*</u>	<u>T</u>	MC 322 Social Media Marketing	<u> </u>	<u> </u>
<u> </u> Global Perspectives Elect	<u> </u>	<u> </u>	<u> </u> Fine Arts Elective	<u>ART 112</u>	<u>T</u>
<u> </u> Lab Science Elective	<u>Option*</u>	<u>T</u>	<u> </u> BA/CT/EP/FA/HA/IT/MC Elec.	<u>DGD 113</u>	<u>T</u>
		<u>Fourth Year</u>			
Seventh Semester	Sem./Yr.	Grade	Eighth Semester	Sem./Yr.	Grade
MC 301 Career Prep	<u> </u>	<u> </u>	MC 406 Media Law and Regulation	<u> </u>	<u> </u>
MC 319 Media Sales and Marketing	<u> </u>	<u> </u>	MC 418 Marketing Com. Campaigns	<u> </u>	<u> </u>
MC 400 Ethics in Media	<u> </u>	<u> </u>	<u> </u> BA/CT/EP/FA/HA/IT/MC Elec.	<u>HUM 103</u>	<u>T</u>
<u> </u> Foreign Cult. & Conv. Elect.	<u> </u>	<u> </u>	<u> </u> BA/CT/EP/FA/HA/IT/MC Elec.	<u>ART 232</u>	<u>T</u>
<u> </u> BA/CT/EP/FA/HA/IT/MC Elec.	<u>DGD 120</u>	<u>T</u>	<u> </u> BA/CT/EP/FA/HA/IT/MC Elec.	<u>DGD 221</u>	<u>T</u>
<u> </u> BA/CT/EP/FA/HA/IT/MC Elec.	<u>DGD 131</u>	<u>T</u>			

***Only** electives applicable to the BS Mass Communications degree have been listed as options

Candidates for a Bachelor of Science degree are required to complete a minimum of 120 semester hours maintaining a 2.0 overall cumulative grade point average and a 2.0 overall in their major courses. Transfer students must complete a minimum of thirty (30) credit hours at Husson University. At least fifteen (15) credits must be earned in Mass Communications courses.

Depending upon credit allocation, students may need to complete an extra elective course to meet minimum 120 credit requirement.