

PROGRAM TO PROGRAM ARTICULATION AGREEMENT

with Respect to Applying the **COMMUNICATION**

Associate of Arts Degree Program

Towards the

PUBLIC RELATIONS

Bachelor of Arts (B.A.) or Bachelor of Science (B.S.) Degree Program

Between

WESTERN IOWA TECH COMMUNITY COLLEGE (WITCC)

and

SOUTH DAKOTA STATE UNIVERSITY (SDSU)

I. Parties

The parties to this agreement are South Dakota State University (SDSU), Brookings, SD and Western Iowa Tech Community College (WITCC), Sioux City, IA.

II. Purpose

The purpose of this agreement is to:

- A. have a signed agreement that addresses the varying needs of students and complementary nature of the institutions' programs;
- B. provide increased educational opportunities for students from the region;
- C. extend and clarify educational opportunities for students; and
- D. provide WITCC students who have completed an A.A. degree in Communication an opportunity to earn a Bachelor of Arts or Bachelor of Science degree with a major in Public Relations.

III. Academic Program Requirements

- A. Upon successful completion of the major requirements specified below, SDSU will accept up to 60 course credits from the A.A. degree in Communication for students majoring in Public Relations. Students must successfully complete the A.A. degree in Communication from WITCC prior to transferring to SDSU for this agreement to apply. Students must meet all South Dakota Board of Regents policies and university graduation requirements in order to receive a degree.
- B. Requirements to be completed at SDSU to earn a Bachelor of Arts or Bachelor of Science degree with a major in Public Relations are outlined below.
- C. The Public Relations major at SDSU is accredited by the national accrediting body of journalism and mass communication, the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).
- D. Public Relations majors at SDSU must have a laptop and appropriate software to successfully complete the coursework and be adequately prepared for their professional careers. Apple Macs are the dominant choice in the industry. Necessary software includes Adobe Creative Cloud and Microsoft Word-compatible word processing software, as well as presentation and spreadsheet software, such as PowerPoint and Excel.

E. General Education Requirements (SGRs): 30 credits

Transferable general education requirements in the A.A. in Communication curriculum are italicized and listed next to the SDSU requirement in the table below. Additional (not required for the A.A. in Communication degree) transferrable general education credits could be transferred if the courses meet SDBOR and SDSU guidelines.

SDSU General Education Requirements		Required Coursework 25 credits		
SGR Goal	SDSU Course(s)	Cr	Course	Cr
SGR Goal #1 Written Communication	SGR #1	6	<i>ENGL 105 Composition I</i>	3
			<i>ENGL 106 Composition II</i>	3
SGR Goal #2 Oral Communication	SGR #2	3	<i>SPC 112 Public Speaking</i>	3
SGR Goal #3 Social Sciences	ECON 201 Principles of Microeconomics	3		
	SGR #3	3	<i>PSY 111 Introduction to Psychology</i>	3
SGR Goal #4 Arts and Humanities	SGR #4	6	<i>MMS 101 Mass Media</i>	3
			<i>PHI 105 Intro to Ethics</i>	3
SGR Goal #5 Mathematics	SGR #5	3	<i>MATH 111 Math for Liberal Arts</i>	3
SGR Goal #6 Natural Sciences	SGR #6	6	<i>BIO 105 Introductory Biology</i>	4

F. General Education and Supporting Requirements to be completed at SDSU:

1. ECON 201 Principles of Microeconomics (3 credits)
2. SGR Goal #6: Natural Sciences (2 credits)

G. College of Arts, Humanities and Social Sciences Requirements

- One declared minor outside of the major discipline OR a second major OR a teaching specialization. ***Satisfied in full by completion of the A.A. in Communication degree at WITCC.***
- Capstone course in the major discipline (e.g., PUBR 442 at SDSU)
- Upper division coursework Credits: 33

Bachelor of Science Degree Requirements 10+ credits

1. Natural Science Electives (10 credits)
 - a. Any two lab sciences.
 - b. Coursework must include 2 prefixes.
 - c. MATH and STAT courses do not count toward the science requirement.

Bachelor of Arts Degree Requirements 6+ credits

1. Modern Foreign Language through the 202 level (6+ credits)

System General Education and/or major coursework may satisfy some or all of the above requirements. Consult program advisor for details.

- H. **Major Requirements:** 44 credits required; 4 of those credits met at WITCC
1. MCOM 119 - First-Year Seminar in Communication and Journalism Credits: 2 (*met with SDV 108 at WITCC*)
 2. MCOM 210 - Basic Media Writing (COM) Credits: 3 (*met with the elective MMS 132 at WITCC*)
 3. MCOM 220 - Introduction to Digital Media (COM) Credits: 3
 4. MCOM 270 - Data Analysis in Communication Credits: 3
 5. MCOM 331 - Video Production (COM) Credits: 3
 6. MCOM 394 - Internship (COM) Credits: 1-12 (3 credits required) or MCOM 494 - Internship (COM) Credits: 1-12 (3 credits required)
 7. MCOM 416 - Mass Media in Society Credits: 3 or ADV 476 - Global and Multicultural Advertising Credits: 3 or CMST 470 - Intercultural Communication (COM) Credits: 3
 8. MCOM 430 - Media Law (COM) Credits: 3
 9. PUBR 243 - Public Relations Principles (COM) Credits: 3
 10. PUBR 345 - Public Relations Writing Credits: 3
 11. PUBR 411 - Media Analytics Credits: 3
 12. PUBR 442 - Integrated Marketing Communication and Campaigns (COM) Credits: 3 (Capstone)

Select 9 credits from the following (recommend 300-400+ courses):

1. ADV 314 - Digital Promotions Credits: 3
2. ADV 371 - Advertising Copy and Design (COM) Credits: 3
3. CMST 215 - Public Speaking (COM) [SGR #2, HSDC] Credits: 3
4. CMST 311 - Business and Professional Communication (COM)
5. CMST 422 - Persuasion (COM) Credits: 3
6. HMGT 355 - Events and Facilities Administration Credits: 3
7. LMNO 201 - Introduction to Leadership and Management of Nonprofit Organizations Credits: 3
8. MCOM 219 - Social Media Strategies Credits: 3
9. MCOM 265 - Basic Photography (COM) Credits: 3
10. MCOM 266 - Photojournalism (COM) Credits: 3
11. PUBR 472 - Research and Planning (COM) Credits: 3

I. Electives: As needed to reach 120 credits total.

Total minimum number of credits at SDSU: 60 ***

Transfer credits from WITCC: 60

Total credits required: 120

*** Additional transferable general education course credits could be completed at WITCC and would reduce the number of general education credits at SDSU. However, no more than 60 credits total can be transferred from WITCC to SDSU.

Additional requirements:

Students transferring from WITCC must have a cumulative GPA of 2.0 on a 4.0 scale. Any course taken at WITCC with a grade below a "C" (2.0 on a 4.0 scale) must be retaken at SDSU if required for the SDSU Public Relations major. Public Relations majors must have a 2.5 GPA in required courses for the major. Students cannot pursue a double major in any combination of Advertising, Journalism, or Public Relations at SDSU.

IV. Obligations

Both parties agree to confer with each other on a regular basis regarding changes in curricula involved in this articulation agreement.

V. Modifications

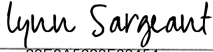
This agreement may be modified from time to time by the South Dakota Board of Regents and Western Iowa Tech Community College. Modifications may not diminish the entitlements enjoyed by students who have already attended classes delivered under the terms of earlier versions of the agreement, except in rare instances in which retroactive implementation of modifications may be required to comply with accreditation standards or to conform to professional licensure requirements.

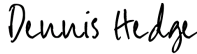
VI. Effective Date of Agreement

This agreement will go into effect at the start of the Fall 2024 semester term at WITCC and SDSU.


VII. Acceptance of Agreement

For South Dakota State University:

DocuSigned by:
 Date: 4/18/2024 | 14:51 PDT
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Dr. Lynn Sargeant
Dean, College of Arts, Humanities and Social Sciences

DocuSigned by:
 Date: 4/18/2024 | 17:15 CDT
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Dr. Dennis Hedge
Provost and Vice President for Academic Affairs

For Western Iowa Tech Community College:

 Date: 3/30/24
President