



TRANSFER ARTICULATION AGREEMENT

Utica College
Communication and Media (BS)

and

Cayuga Community College
Media Communications
Associate of Science

April 2018

Utica College and Cayuga Community College, in recognition of a mutual respect for the integrity of parallel academic programs and in an effort to better serve students intending to pursue the completion of a bachelor's degree, hereby enter into an agreement of articulated degree programs.

OBJECTIVES:

- To encourage the transfer of qualified students from Cayuga Community College (CCC) to Utica College (UC).
- To award academic credit for courses completed at CCC, that meet the terms of the Associate Degree programs for application toward the requirements a Bachelor of Arts or a Bachelor of Science at UC.
- To provide effective and concise guidelines for students seeking to transfer to UC. Students will have accurate and clear information regarding the transfer of their coursework and credits toward the Bachelor's degree at UC.

TERMS OF THE TRANSFER ARTICULATION AGREEMENT:

- UC guarantees the acceptance of students who completed an Associate Degree at CCC with a cumulative GPA of 2.5 or better to UC. Transfer students who do not meet these criteria will be evaluated individually.
- This agreement assumes the completion of the Associate Degree. UC requires that the last 30 credit hours granted toward the Bachelor degree must be earned in residence, with matriculated status. Additionally, the Bachelor of Arts degree requires that a minimum of 90 credits must be in the liberal arts while the Bachelor of Science requires a minimum of 60 credits must be in the liberal arts.
- CCC transfer Students will be subject to all general education requirements of UC as set forth in the UC catalog.
 - Transfer students with a completed Associates Degree will be exempt from Components I & II of UC's Core Requirements.
 - Students who transfer 30 credits of liberal arts and sciences (with at least 2 courses in each of UC's three categories of Component II Core—including one lab science course) will be exempt from Component II Core.
 - Transfer Students who enter UC with Components I & II complete will be required to complete 3 credits of Component III: Integrated Writing.
- This document is based upon the evaluation of course descriptions presented to UC. Courses will transfer to UC provided a grade of "C" or better has been earned. Credit will be granted where the coursework is comparable to that offered at UC or as general elective and/or liberal arts credit.
- This Agreement shall remain in effect for a period of two years from the date listed below, with the provision that the terms specified herein will continue to apply to the students admitted from CCC within one year of the expiration of the agreement. Each institution agrees to provide timely notice to the other in the event of any modification to the curriculum that might affect the compatibility for admission and transfer of coursework. This agreement may be subject to change, without notice, if curriculum requirements change at either institution. Students admitted to CCC prior to such notification shall be admitted to UC on the basis of this agreement.

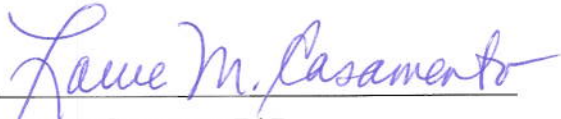
BENEFITS/ADVANTAGES:

- CCC transfer students are eligible for scholarship and financial aid in all ways the same as continuing Utica College students.
- Utica College will provide housing in campus residence halls within the guidelines and practices governing availability of housing for continuing students.
- CCC transfer students are eligible to participate in internships, externships, co-ops, field placements and study abroad opportunities open to continuing Utica College students.

Approved on (date) _____

SIGNATURES

Utica College

A handwritten signature in blue ink that reads "Laura M. Casamento".

Laura M. Casamento, Ed.D.
President

A handwritten signature in black ink that reads "Craig P. Dewan".

Craig P. Dewan, M.S.
Registrar

Cayuga Community College

A handwritten signature in black ink that reads "Anne J. Herron".

Anne J. Herron, Ed.D.
Provost and Vice President for Academic Affairs

A handwritten signature in black ink that reads "Steve Keeler".

Steve Keeler
Director, Media and Telecommunications Programs
Chair,
Humanities Division and School of Media and the Arts

Cayuga Community College

Media Communications, Associate of Science

Transfer University: Utica College – CMM (BS)

SUGGESTED COURSE SEQUENCE FOR FULL-TIME STUDY

| FIRST TERM | | | Utica College | | |
|----------------|--|-----------|--|--|-----------|
| ENGL 101 | Freshman English I | 3 | ENG 101 | Written Communication I | 3 |
| COMM 101 | Intro to Mass Media | 3 | CMM 181 | Intro to Mass Communication | 3 |
| TELC 104 | Audio/Video Production Techniques | 3 | CMM 188 | Digital Toolkit | 3 |
| | Math/Science | 3 | | Math/Science Elective | 3 |
| | Physical Education | 1 | | Physical Education | 1 |
| | Health | 1 | | Free Elective | 1 |
| | | 14 | | | 14 |
| SECOND TERM | | | | | |
| ENGL 102 | Freshman English II | 3 | ENG 135 | Introduction to Literature | 3 |
| COMM 201 | Media and Society | 3 | CMM | Liberal Arts Elective | 3 |
| ENGL 221 or | Effective Speech: Public Address Telecommunications or Communications Elective | 3 | CMM 103 or CMM | Intro to Public Speaking or Communications Elective | 3 |
| | Liberal Arts Elective | 3 | | Liberal Arts Elective | 3 |
| | Physical Education | 3 | | Physical Education | 1 |
| | | 16 | | | 16 |
| THIRD TERM | | | | | |
| COMM 207 | Video Production I | 4 | JLM 276 | Television Story Production | 3 |
| | Communications Elective | 3 | CMM | Free Elective | 3 |
| HIST 101 OR | Western Civilization I | 3 | TRN 1CV1 OR | Transfer-Civilization1 OR | 3 |
| HIST 102 OR | Western Civilization II | | HIS 165 OR | Europe and The World OR | |
| HIST 103 OR | Pre-History and Early American History | | HIS 126 OR | American 1500-1877 OR | |
| HIST 104 OR | 19th Century American History | | HIS 1LA OR | History Elective OR | |
| HIST 105 | America in the 20th and 21st Centuries | | HIS 1LA | History Elective | |
| | General Education Mathematics | 3 | | Mathematics Elective | 3 |
| COMM 103 | Introduction to Moving Image | 3 | | CMM Free Elective | 3 |
| | | 16 | | | 16 |
| FOURTH TERM | | | | | |
| COMM 208 | Video Production II | 4 | JLM | UC TV Practicum | 2 |
| ENGL 217 | Media Writing | 3 | CMM 261 | Media Writing | 3 |
| ENGL 220 | Interpersonal Communications | 3 | CMM 101 | Interpersonal Communications | 3 |
| | Behavioral/Social Science Elective | 3 | | Behavioral/Social Science Elective | 3 |
| | Liberal Arts Elective | 3 | | Liberal Arts Elective | 3 |
| | Term Total | 15 | | | 13 |
| | TOTAL CREDIT HOURS | 61 | Maximum credits allowed from community college: | | 60 |

Communication and Media (B.S.)- Hegis Code 0601

(Bachelor of Science Degree)

Student ID: _____
Student Name: _____
Adviser Name: _____

Publication: 2017 Undergraduate Catalog Summer – Fall
Program: Communication and Media (B.S.)- Hegis Code
0601 Minimum Credits Required: _____

The major in Communication and Media is an exciting and effective way to learn about important aspects of the information that we share (communication) and the ways that we share it (media). Students will develop the skills necessary to discover, understand, and report this information, and the knowledge necessary to analyze the power of the various ways that we share it. A common core of courses will be required for all students to provide essential skills in written, oral, and digital communication. These common courses will also help students develop their understanding of historical, legal, cultural, and critical aspects of communication. All students will be required to put their knowledge into practice through senior experiences before they graduate. In addition to this core of required courses, each student will work closely with an adviser to select and complete a concentration in one of these areas:

Journalism

Public Relations

Sports Journalism

Sports Communication & Public Relations

These concentrations are diverse, as evidenced by traditional liberal arts areas like Communication Arts and career paths like Journalism. The program also brings new areas of study to the major such as Creativity Studies and Communication & Social Justice. Students will also be encouraged to explore areas in the field outside their concentration through major electives.

Total credit hours required for degree: 120

Learning Objectives

Successful graduates from this program will be able to:

Recognize and specify the role that various methods of communication play in all aspects of human interaction;

Write logically, clearly, and precisely on a professional level;

Speak logically, clearly, and precisely on a professional level;

Contextualize, analyze, and criticize aspects of contemporary culture through the application of communication theories, both historical and contemporary;

Demonstrate competence in the operation and use of relevant computer and multimedia technology;

Understand and utilize appropriate methods of research;

Recognize and specify historical milestones in the field of communication.

Academic Requirements

Core: 34 - 55 Credit Hours

Major Course Requirements

| Course Name | CCC Course | Grade | Gen Ed |
|--|------------|-------|--------|
| CMM 101 - Interpersonal Communication (3) | ENGL 220 | | |
| CMM 103 - Introduction to Public Speaking (3) | ENGL 221 | | |
| CMM 181 - Intro to Mass Communication (3) | COMM 101 | | |
| CMM 188 - Digital Toolkit (3) | TELC 104 | | |
| CMM 226 - Introduction to Media Criticism (3) | | | |
| CMM 261 - Media Writing (3) | ENGL 217 | | |
| CMM 261L - Media Writing Lab (1) | | | |
| CMM 325 - Intercultural Communication (3) | | | |
| CMM 467 - Communication Law (3) | | | |
| | | | |
| CMM 450 - Fieldwork in Communication and Media (3) | | | |

| | | | |
|------------------------------|--|--|--|
| <i>Or</i> | | | |
| CMM 481 - Senior Seminar (3) | | | |

28 Credit Hours

Major Electives

Students must take a total of 6 credit hours of electives at the 200-level or above from the following areas: Communication Arts (COM), Film Studies (FLM), Journalism (JLM), Public Relations (PRL) or Theatre (THE). Fieldwork or internships may not be used to fulfill this requirement.

Concentration

Students must declare and complete at least one of the following areas of concentration (*please note that some of the courses in these concentrations have prerequisites that must be fulfilled. In some instances, the prerequisites are satisfied by courses found in the CMM Major Course Requirements or by courses in the Utica College Core):

Journalism

The journalism concentration provides the core courses necessary for today's digital, broadcast and print journalist. Students will learn the storytelling, reporting and media production skills essential for careers in journalism and study the issues shaping the field. The concentration emphasizes hands-on experience through interactive classes, working with student media organizations and internships with professional media organizations.

| Course Name | CCC Course | Grade | Gen Ed |
|--|------------|-------|--------|
| COM 130 - WPNR Practicum (1) | | | |
| JLM 130 - Tangerine Practicum (1) | | | |
| JLM 133 - UC TV Practicum (1) | COMM 208 | | |
| JLM 262 - Information Gathering & Storytelling (3) | | | |
| JLM 276 - Television Story Production (3) | COMM 207 | | |
| JLM 362 - Watchdog Reporting (3) | | | |
| JLM 365 - Information Design (3) | | | |
| JLM 401 - Media Ethics in Contemporary Society (3) | | | |
| JLM 461 - Multimedia Web Design (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| JLM 259 - Broadcast News Writing (3) | | | |
| COM 368 - Broadcast News and Society (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| JLM 364 - Editing (3) | | | |
| JLM 378 - Television News Field Reporting and Production (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| JLM 363 - Magazine Article Writing (3) | | | |
| JLM 476 - Producing and Anchoring the News (3) | | | |

30 Credit Hours

Public Relations

The public relations concentration prepares students to manage relationships between an organization and its key publics by becoming skilled in communicating across multiple media platforms, research, problem solving, strategic decision making, conflict resolution, speaking and campaign/event planning. Public relations practitioners are highly sought after in a wide range of industries, including business, government, education, sports, health care, and human services.

| Course Name | CCC Course | Grade | Gen Ed |
|-------------|------------|-------|--------|
|-------------|------------|-------|--------|

| | | | |
|---|--|--|--|
| JLM 365 - Information Design (3) | | | |
| JLM 461 - Multimedia Web Design (3) | | | |
| PRL 182 - Public Relations (3) | | | |
| PRL 372 - Public Relations Strategies and Tactics (3) | | | |
| PRL 375 - Media Research and Metrics (3) | | | |
| PRL 385 - Event Planning and Campaigns (3) | | | |
| PRL 408 - Social Media (3) | | | |
| PRL 482 - Cases in Public Relations Management (3) | | | |

Electives

Students must select six hours of electives from Public Relations and/or Journalism; or MKT 211* (Principles of Marketing) and three hours of electives in Public Relations or Journalism.

30 Credit Hours

Sports Communication & Public Relations

The sports communication and public relations concentration is designed for the person who wants to promote sports and emphasizes applying public relations skills in a sports setting. Students study the complex relationship between sports and the media, how the business of sports works, and how sports reporters craft their stories. Students also gain experience through internships at professional sports organizations and sports media outlets.

| Course Name | CCC Course | Grade | Gen Ed |
|---|------------|-------|--------|
| PRL 182 - Public Relations (3) | | | |
| PRL 285 - Sports and The Media (3) | | | |
| PRL 372 - Public Relations Strategies and Tactics (3) | | | |
| PRL 375 - Media Research and Metrics (3) | | | |
| PRL 395 - Sports Information and Public Relations (3) | | | |
| PRL 454 - The Business of Sports (3) | | | |
| PRL 482 - Cases in Public Relations Management (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| PRL 385 - Event Planning and Campaigns (3) | | | |
| PRL 408 - Social Media (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| PRL 433 - The Olympics (3) | | | |
| PRL 435 - Sports and Television (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| JLM 241 - Television Sportscast (3) | | | |
| JLM 374 - Sportswriting (3) | | | |

30 Credit Hours

Sports Journalism

The sports journalism concentration focuses on how to cover sports for television, websites and other digital media, magazines, and newspapers. Students learn to write and produce sports stories, study the complex relationship between sports and the media, and learn how the business of sports works. Students also gain hands-on experience through professional media internships and student media outlets.

| Course Name | CCC Course | Grade | Gen Ed |
|-------------------------------------|------------|-------|--------|
| JLM 241 - Television Sportscast (3) | | | |

| | | | |
|--|--|--|--|
| JLM 262 - Information Gathering & Storytelling (3) | | | |
| JLM 276 - Television Story Production (3) | | | |
| JLM 285 - Sports and the Media (3) | | | |
| JLM 362 - Watchdog Reporting (3) | | | |
| JLM 374 - Sportswriting (3) | | | |
| JLM 401 - Media Ethics in Contemporary Society (3) | | | |
| JLM 454 - The Business of Sports (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| JLM 363 - Magazine Article Writing (3) | | | |
| JLM 461 - Multimedia Web Design (3) | | | |
| | | | |
| <i>Select one:</i> | | | |
| JLM 433 - The Olympics (3) | | | |
| JLM 435 - Sports and Television (3) | | | |
| 30 Credit Hours | | | |
| Electives | | | |
| Students must complete sufficient elective courses to earn at least the minimum number of credit hours required for this degree. | | | |
| Note: | | | |
| At least 18 credits of major coursework must be at the 300-level or higher. | | | |
| Notes: | | | |

Utica College/Cayuga Community College
Communications and Media (B.S.)
Course Planning Worksheet/Degree Completion Guide

| Utica College | | | |
|---|---------------------------------|---------|-------|
| Fall: <u> 1 </u> Spring: <u> </u> Summer: <u> </u> 20 <u> </u> | | | |
| Number | Course Title | Credits | Grade |
| CMM 226 | Introduction to Media Criticism | 3 | |
| CMM 261L | Media Writing Lab | 1 | |
| | Concentration | 3 | |
| | Concentration | 3 | |
| | Major Elective | 3 | |
| | Liberal Arts Elective | 3 | |
| Total Credits | | 16 | |

| Fall: <u> 2 </u> Spring: <u> </u> Summer: <u> </u> 20 <u> </u> | | | |
|---|-----------------------|---------|-------|
| Number | Course Title | Credits | Grade |
| CMM 467 | Communication Law | 3 | |
| | Concentration | 3 | |
| | Concentration | 3 | |
| | Concentration | 3 | |
| | Liberal Arts Elective | 3 | |
| Total Credits | | 15 | |

| Utica College | | | |
|---|-----------------------------|---------|-------|
| Fall: <u> </u> Spring: <u> 1 </u> Summer: <u> </u> 20 <u> </u> | | | |
| Number | Course Title | Credits | Grade |
| | Concentration | 3 | |
| | Concentration | 3 | |
| CMM 325 | Intercultural Communication | 3 | |
| | Concentration | 3 | |
| | Liberal Arts Elective | 3 | |
| | | | |
| Total Credits | | 15 | |

| Fall: <u> </u> Spring: <u> 2 </u> Summer: <u> </u> 20 <u> </u> | | | |
|---|---|---------|-------|
| Number | Course Title | Credits | Grade |
| CMM 481 OR CMM 450 | Senior Seminar / Fieldwork in Communication and Media | 3 | |
| | Concentration | 3 | |
| | Concentration | 3 | |
| | Major Elective | 3 | |
| | Liberal Arts Elective | 3 | |
| | | | |
| Total Credits | | 15 | |