Articulation Agreement
Clinton Community College Associate of Arts in
Liberal Arts: Humanities and Social Science
And
State University of New York College at Plattsburgh Bachelor of Arts/Bachelor in
Science in Public Relations/Organizational Communication:
- Public Relations/Advertising Concentration OR
- Organizational Leadership Concentration

Spring 2010

THE AGREEMENT

This articulation agreement is intended to facilitate the transfer of graduates from Clinton Community College’s Liberal Arts: Humanities and Social Science (A.A.) to SUNY Plattsburgh’s Public Relations/Organizational Communication (B.A./B.S.) degree. The objectives, terms and conditions of this agreement are set forth as follows:

OBJECTIVES

1. To attract qualified students to Clinton Community College and SUNY Plattsburgh.
2. To facilitate upward educational and career mobility in the Communications profession.
3. To promote the efficient transfer of qualified students from Clinton Community College to SUNY Plattsburgh.
4. To disseminate program specific information to students who wish to obtain a baccalaureate degree in Public Relations/Organizational Communication.
5. To provide students with advisement in academic and career planning throughout their program of study.
6. To reduce the completion of unnecessary courses.
7. To facilitate communication and academic coordination between faculty, students and administrators at each institution.

TERMS AND CONDITIONS

1. A graduate of Clinton Community College will be accepted as a matriculated student in SUNY Plattsburgh’s Public Relations/Organizational Communication program, upon meeting the following conditions:
   a. Applying for admission to Plattsburgh.
   b. Achieving a minimum over-all cumulative grade point average of 2.0.
2. Plattsburgh will accept up to 67 transfer credits.
3. A Bachelor of Arts/Bachelor of Science degree with the major in Public Relations/Organizational Communication will be awarded to the student upon meeting the following conditions:
   a. Satisfactory completion of a minimum of 120 credits.
b. A minimum grade point average of 2.0.
c. A minimum grade of “C” in English Composition (Clinton’s ENG101).
d. A minimum grade of “C” in CMM101, CMM118, and CMM226.
e. A minimum 2.00 GPA in all Communications (CMM) courses.
f. A minimum of 42 credits of upper-division, 300-400 level, courses, with 21
   upper-division credits required in residence at Plattsburgh.
g. A residency requirement of 36 credits granted by Plattsburgh, with 18 of those 36
   credits in major (CMM) courses.
h. Completion of a minimum of 90 credits of liberal arts courses for the Bachelor of
   Arts and 60 credits of liberal arts courses for the Bachelor of Science.
i. Completion of all necessary General Education requirements.
j. Completion of all Public Relations/Organizational Communication requirements.

4. Clinton Community College and SUNY Plattsburgh will disseminate information
   about the articulation agreement in appropriate publications.
5. Changes in this agreement can be made at any time by mutual consent.
6. This agreement will remain in effect until May 1, 2013. This agreement may be
   terminated by either party prior to this date. Termination would require a minimum
   of six months notification.

**Clinton Community College**

**Liberal Arts & Science: Humanities and Social Sciences – Associate of Arts**

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Title</th>
<th>Cr. Hrs.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Basic Skills Courses (If Indicated by Placement Test):</strong></td>
<td></td>
</tr>
<tr>
<td>ENG093</td>
<td>Reading &amp; Study Skills</td>
<td>0</td>
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<tr>
<td>ENG094</td>
<td>Fundamentals of Composition</td>
<td>0</td>
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<tr>
<td>MAT096</td>
<td>Arithmetic</td>
<td>0</td>
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<tr>
<td>MAT098</td>
<td>Pre-Algebra</td>
<td>0</td>
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<tr>
<td>MAT100</td>
<td>Introductory Algebra</td>
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<tr>
<td></td>
<td><strong>English:</strong></td>
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<tr>
<td>ENG101</td>
<td>English Composition</td>
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<tr>
<td>ENG102</td>
<td>Literature and Composition</td>
<td>3</td>
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<td></td>
<td>English Elective</td>
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<tr>
<td></td>
<td><strong>Humanities:</strong></td>
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</tr>
<tr>
<td>COM101</td>
<td>Public Speaking</td>
<td>3</td>
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<tr>
<td></td>
<td>Art/Music/Theatre Elective (1)</td>
<td>3</td>
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<td></td>
<td>Foreign Language</td>
<td>3</td>
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<td></td>
<td><strong>Social Sciences:</strong></td>
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</tr>
<tr>
<td>PSY101</td>
<td>Introduction to Psychology</td>
<td>3</td>
</tr>
<tr>
<td>HIS101</td>
<td>History of Early America</td>
<td>OR</td>
</tr>
<tr>
<td>HIS102</td>
<td>History of Modern America</td>
<td>3</td>
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</tbody>
</table>
HIS121   Origins of Western Civilization    OR
HIS122   Western Civilization in the Modern Era 3
MSM118   Mass Media and Society 3

Mathematics:
MAT103   Finite Mathematics 3
MAT161   Elementary Statistics 3

Sciences:
Science Electives (2) 8

Health and Physical Education:
HPE101   Personal Health 3

Information Literacy:
LIB101   Library Research Skills 1

Free Electives:
ENG206   Intro to Newswriting 3
Free Electives (3) 9

**Total Credits Required** (4) 60

(1) Recommended Courses: One course approved to meet the SUNY General Education Arts Requirement.
(2) Recommended Courses: At least one course approved to meet the SUNY General Educational Natural Science Requirement.
(3) Recommended Courses: An Elementary Foreign Language Level II or higher course (if not met above), One course to meet the Other World Civilization Requirement, and any other SUNY General Education requirements that are unmet.
(4) Excludes MAT 100.

**Course Equivalencies**

<table>
<thead>
<tr>
<th>Clinton Community College</th>
<th>SUNY Plattsburgh</th>
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</thead>
<tbody>
<tr>
<td>COM101        Public Speaking</td>
<td>CMM101    Intro to Public Speaking</td>
</tr>
<tr>
<td>ENG093        Reading &amp; Study Skills</td>
<td>DOES NOT TRANSFER</td>
</tr>
<tr>
<td>ENG094        Fund. of Composition</td>
<td>DOES NOT TRANSFER</td>
</tr>
<tr>
<td>ENG101        English Composition</td>
<td>ENG101    College Writing II</td>
</tr>
<tr>
<td>ENG102        Literature &amp; Composition</td>
<td>ENG195    Fund. of Literary Study I</td>
</tr>
<tr>
<td>ENG206        Intro to Newswriting</td>
<td>JOU206    Intro to Newswriting</td>
</tr>
<tr>
<td>HIS101        Hist. of Early America</td>
<td>HIS101    US Civilization to 1877</td>
</tr>
<tr>
<td>HIS102        Hist. of Modern America</td>
<td>HIS102    US Civilization Since 1877</td>
</tr>
<tr>
<td>HIS121        Origins of Western Civ.</td>
<td>HIS121    European Civ. to 1815</td>
</tr>
<tr>
<td>HIS122        Western Civ. in Mod. Era</td>
<td>HIS122    European Civ Since 1815</td>
</tr>
</tbody>
</table>
HPE101  Personal Health  HED310  Found. of Personal Health
LIB101  Library Research Skills  LIB105  Intro. Info. & Tech. Literacy
MAT096  Arithmetic  DOES NOT TRANSFER
MAT098  Pre-Algebra  DOES NOT TRANSFER
MAT100  Introductory Algebra  DOES NOT TRANSFER
MAT103  Finite Mathematics  MAT163  Finite Mathematics
MAT161  Elementary Statistics  MAT161  Introductory Statistics
MSM118  Mass Media and Society  CMM118  Mass Media and Society
PSY101  General Psychology  PSY101  General Psychology

SUNY General Education Categories

Basic Communication  Satisfied at Clinton
Math  Satisfied at Clinton
Humanities  Satisfied at Clinton
Natural Science  Satisfied at Clinton
Social Science  Satisfied at Clinton
American History  Satisfied at Clinton
Western Civilization  Satisfied at Clinton
Other World Civilization  Satisfied at Clinton
Arts  Satisfied at Clinton
Foreign Language  Satisfied at Clinton

Note: Plattsburgh’s Foreign Language Requirement is satisfied by an elementary part II or higher course.

Courses to be completed at SUNY Plattsburgh

Public Relations/Organizational Communication Major Requirements:

<table>
<thead>
<tr>
<th>Catalog #</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td>Communication Studies Core</td>
<td></td>
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<tr>
<td></td>
<td>Survey and History</td>
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<tr>
<td>CMM226</td>
<td>Intro to Human Communication</td>
<td>3</td>
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<tr>
<td></td>
<td>Organizational Foundations</td>
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<tr>
<td>CMM422</td>
<td>Research Methods in Communication</td>
<td>3</td>
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<tr>
<td>CMM470</td>
<td>Organizational Communication</td>
<td>3</td>
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<tr>
<td></td>
<td>Culture and Communication</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>CMM301</td>
<td>Communication and Culture</td>
<td></td>
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<tr>
<td>CMM302</td>
<td>International Communication</td>
<td></td>
</tr>
<tr>
<td>CMM316</td>
<td>Intercultural Communication</td>
<td></td>
</tr>
<tr>
<td>CMM365</td>
<td>Media and Popular Culture</td>
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</tr>
<tr>
<td></td>
<td>Communication Theory</td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
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</tr>
<tr>
<td>CMM325</td>
<td>Communication Theory</td>
<td></td>
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<tr>
<td>CMM328</td>
<td>Rhetorical Theories</td>
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</tbody>
</table>
CMM490    Mass Communication Theory  
Senior Seminar  
CMM491    Senior Portfolio-Assessment  1

Complete the requirements of one of the following concentrations:

Public Relations/Advertising Concentration

Advanced Writing
Select one of the following:  3
CMM335    Writing for Radio and TV  
CMM421    Broadcast Journalism

Professional Preparation
Complete all of the following:  9*
JOU206    Intro to News Writing  
CMM304    Business and Professional Speaking  
CMM311    Public Relations  
CMM321    Advertising in Electronic Media

Critical Thinking and Analysis
Select one of the following:  3
CMM288    Fundamentals of Broadcasting  
CMM322    Propaganda 1900-1945  
CMM323    Propaganda 1946-Present  
CMM348    Mass Media Ethics  
CMM407    Concepts of Persuasion  
CMM455    Mass Media Law

Advanced Applications
Select four of the following:**  12
CMM229    Basic Planning/Production for TV  
CMM232    Basic Audio Production  
CMM310    Small Group Communication  
CMM312    Multimedia Production Design  
CMM406    Speechwriting  
CMM435    Electronic Media Management  
CMM466    Adv Public Relations Methods  
CMM468    Adv. Advertising Strategies  
CMM477    Communication Training & Dvlpmnt  
ENG304    Technical and Professional Writing  
JOU316    Desktop Publishing

Notes:
* Three credits of the 12 required credits are met by Clinton’s ENG206.
** Students must take either CMM 466 or CMM 468 in this section.

Organizational Leadership Concentration

Professional Preparation
Complete all of the following:  12
CMM304    Business and Professional Speaking
CMM329  Interpersonal Communication
CMM406  Speechwriting
CMM410  Leadership Communication

**Critical Thinking and Analysis**
Select one of the following:
- CMM288  Fundamentals of Broadcasting  3
- CMM307  Argumentation and Reasoning
- CMM407  Concepts of Persuasion

**Advanced Applications**
Select four of the following:  12
- CMM310  Small Group Communication
- CMM311  Public Relations
- CMM312  Multimedia Production Design
- CMM321  Advertising in Electronic Media
- CMM435  Electronic Media Management
- CMM466  Adv Public Relations Methods
- CMM468  Adv. Advertising Strategies
- CMM477  Communication Training & Dvlpmnt
- ENG304  Technical and Professional Writing
- JOU316  Desktop Publishing

**SUNY Plattsburgh Integration Requirements:**
Select one course from the categories:
- Global Issues  3
- Art, Literature and Interpretation  OR
- Individual, Society and Responsibility  3

**TOTAL CREDITS REMAINING AT PLATTSBURGH**
Plattsburgh – General Education  6
Public Relations/Organizational Communication Major  43
Free Electives  11

**Minimum Credits**  60