



ARTICULATION AGREEMENT FORM

SENDING AND RECEIVING INSTITUTIONS

Sending College: Fiorello H. LaGuardia Community College

Department: Humanities

Program: Communication Studies

Degree: Associate of Arts (A.A.)

Receiving College: Queens College

Department: Media Studies

Program: Advertising

Degree: Bachelor of Science (B.S.)

PURPOSE

LaGuardia Community College and Queens College hereby enter into this agreement to facilitate the transfer of students from LaGuardia Community College's Associate of Arts Degree in Communication Studies to Queens College's Bachelor of Science Degree in Advertising.

Sections A, B and C of this agreement specify the conditions and requirements for admittance to Queens College. Sections D and E are listed as appendices and contain the course-to-course equivalencies between the Communication Studies program at LaGuardia Community College, and the Advertising program at Queens College.

Queens College agrees to accept into the Bachelor of Science Degree program in Advertising students from LaGuardia Community College who successfully complete the Communication Studies curriculum and degree requirements described in sections A, B, and C of this agreement; thereby receiving an Associates of Arts Degree in Communication Studies.

A. ADMISSION REQUIREMENTS FOR SENIOR COLLEGE PROGRAM

(e.g., minimum GPA, audition/portfolio, other additional requirements specific to the degree)

- Overall GPA of at least 2.8 on a 4.0 scale
- Grade of C or better in any major course to be accepted for transfer.
- Queens College will accept transfer credit only, not course grades. At most 60 semester credits will be accepted towards the B.S. in Advertising.
- Students eligible for transfer to Queens College under this agreement must have met at least the minimum requirements for admission to LAGCC, including a US high school diploma or its equivalent.

Total transfer credits toward the baccalaureate degree: 60

Total additional credits required at the senior college to complete baccalaureate degree: 60

B. ARTICULATION AGREEMENT FOLLOW-UP PROCEDURES

Procedures for Reviewing, Updating, Modifying or Terminating Agreement:

- **Changes:** Neither party may change this agreement unilaterally. Proposed changes in policies and curricula (i.e. admission, curriculum, and degree requirements, course numbers, course content, and/or catalog descriptions by either party), must be communicated in writing to the other party, and jointly agreed upon in consultation with the relevant officials of each institution. Any changes agreed upon must be signed, dated, and attached to this original agreement. *It is highly recommended that the department chairs of the respective programs jointly complete sections A, B, and C of this agreement at least every two years.*
- At the end of each academic year, the various representatives of each institution, as indicated above, will review the performance of transfer students to determine if adjustment to, or termination of the articulation agreement, is needed.
- **Notice of Cancellation:** Either party may independently cancel this agreement by notifying the other party no less than one academic year before the intended date of cancellation.

C. ADDITIONAL INFORMATION

- I. This articulation agreement will be publicized on both the LaGuardia Community College and Queens College's websites. Transfer advisers at LAGCC will promote this agreement with eligible students.
- II. Both institutions agree to monitor the academic performance of LAGCC students who wish to matriculate at Queens College under this agreement, identify problems, and work cooperatively to ensure smooth transfer with minimal academic disruption.
- III. LaGuardia Community College students who plan to transfer into the Advertising program in the Media Studies department at Queens College are advised to strictly follow the Program Requirements and Program Electives listed in the proposal to satisfy the requirements for the Associate of Arts in Communication Studies at LAGCC and to ensure that the maximum number of credits and required coursework are transferred to satisfy the Advertising program requirements at Queens College. Refer to both college websites for a list of CUNY Pathways general education requirements for both the Communication Studies and Advertising programs.

Effective Date of Agreement: Fall 2021

Review Date: Fall 2026

Dr. Paul Arcario
Provost and Sr. Vice President for Academic Affairs
Fiorello H. LaGuardia Community College, CUNY

Dr. Elizabeth Hendrey
Provost and Vice President for Academic Affairs
Queens College, CUNY



Dr. Payal Doctor
Chair, Humanities Department
Fiorello H. LaGuardia Community College, CUNY

Dr. Mara Einstein
Chair, Media Studies
Queens College, CUNY

D. COURSE TO COURSE EQUIVALENCIES AND TRANSFER CREDIT AWARDED

Sending College		Receiving College Equivalent		Credit Granted
Course and Title	Cr.	Course and Title	Cr.	
Pathways Core				
ENG101 English Composition I (ENA101 or ENC101 depending on placement scores)	3	ENGL110 College Writing I	3	3
ENG102 Writing through Literature	3	ENGL130 Writing about Literature in English	3	3
Mathematics & Quantitative Reasoning	3	Mathematics & Quantitative Reasoning	3	3
Life and Physical Science	3	Life and Physical Science	3	3
World Cultures and Global Issues - **SSA101 Cultural Anthropology (will count in pathways and program core)	3	World Cultures and Global Issues - **ANTH201 Essentials of Cultural Anthropology	3	3
US Experience in its Diversity	3	US Experience in its Diversity	3	3
Creative Expression	3	Creative Expression	3	3
Individual and Society	3	Individual and Society	3	3
Scientific World	3	Scientific World	3	3
Additional Flexible Core	3	Additional Flexible Core	3	3
Subtotal: 30				
<p><i>Note:</i> SSA101 Cultural Anthropology/ANTH201 Essentials of Cultural Anthropology is one of the program core courses for the Advertising Program at Queens College. In the event that a student is using SSA101/ANTH201 to satisfy a Pathways Flexible Core (per the LaGCC designation), it also counts toward the fulfillment of Advertising Program Core.</p>				
Advertising Program Core Courses				
HUC117- Communication and Technology	3	MEDST255 - Social Media: Tech, Industry & Society	3	3
HUC120- Mass Communication	3	MEDST101 - Contemporary Media	3	3
HUC142 - Public Relations Writing	3	MEDST223 - Media Writing	3	3
Advertising Program Electives				
HUC136 - Persuasion	3	MEDST350/350W - Propaganda	3	3
HUC141- Public Relations	3	MEDST222 - Intro to Public Relations	3	3
HUC230- Communication Theory	3	MEDST499 - Media Studies Elective	3	3
General Electives				
HUC101- Introduction to Communication Studies	3	General Elective	3	3
HUC106- Public Speaking	3	MEDST151 - Public Speaking	3	3

HUC111- Interpersonal Communication	3	MEDST103 - Interpersonal Communication	3	3
HUN180- Intercultural Communication	3	MEDST259 - Intercultural Communication	3	3
				Subtotal: 30
<i>Note: If students have taken Communication Studies electives that do not have a direct course match, then these courses will count as general electives toward the B.S. degree</i>				
				TOTAL = 60

E. SENIOR COLLEGE UPPER DIVISION COURSES REMAINING FOR BACCALAUREATE DEGREE

<u>Course and Title</u>	<u>Credits</u>
<i>General Education – College Option</i>	
Literature Requirement (LIT)	3
Foreign Language Requirement (LANG)	3
<i>Note: A student may use a foreign language course toward the Pathways Flexible Core requirement (per the LaGCC designations) and toward the Foreign Language Requirement at Queens College.</i>	
Subtotal	6
<i>Additional Program Core</i>	
MEDST160 Advertising Aesthetics: A Survey of Commercial Design and Process	3
MEDST260 Advertising & Marketing	3
MEDST362W Advertising & Inequality	3
MEDST364/364W Advertising, Consumption and Culture	3
MEDST299.3 Internship	3
Subtotal	15
<i>Additional Program Electives</i>	
MEDST262 Political Economy of Media MEDST264 Media Management MEDST357 Media Law and Ethics ARTS370 Shoot, Edit, Post (social media-based image making and sharing) DATA205 Statistics SOC765 Social Media Marketing Analytics SOC235 Data and Society SOC353 Ethnography ECON245 Economics of Technology, Media and Telecommunications	3
Subtotal	3
<i>General Electives</i>	36
TOTAL	60

