

**ARTICULATION AGREEMENT**  
**OF**  
**HERKIMER COUNTY COMMUNITY COLLEGE**  
**DEPARTMENT OF RADIO-TELEVISION BROADCASTING**  
**WITH**  
**UTICA COLLEGE COMMUNICATION DEPARTMENT**  
**MAJOR IN JOURNALISM**  
**EFFECTIVE JANUARY 1, 2007**

**I. General Statement of Purpose:**

Utica College agrees to articulate with Herkimer County Community College by providing opportunities for appropriately qualified students in HCCC's Radio-Television Broadcasting program to complete the Bachelor of Science in Journalism in the Department of Communication.

**II. Requirements and Terms:**

- A.** Students who have completed an Associate's Degree and who have a cumulative average of 2.5 or above will be accepted into Utica College. Transfer student applicants who do not meet these criteria will be evaluated individually.
- B.** Students with an Associate's Degree or 57 credits are exempt from Components I and II of Utica College's Core requirements.
- C.** Students who transfer 30 credits of liberal arts and sciences with at least two courses in each of UC's three categories of Component II core, including one lab science course, will be exempt from Component II Core.
- D.** Students with at least 30 credits of liberal arts and sciences but fewer than two courses in any of the three areas or lacking a lab science must take whatever Core courses are necessary to equal two in each area, including a lab science.
- E.** A Bachelor of Science degree requires that 60 of the 120 credits required for graduation be in the liberal arts.
- F.** Transfer credit will be given for courses with a grade of C or better with a maximum of 60 transfer credits given students with a HCCC Associate's Degree in Radio-Television Broadcasting. Credit will be granted according to the appended list of equivalent courses or as general elective credit.

**III. Benefits / Advantages**

- A.** HCCC students transferring with Associate's Degrees will have junior status and most will be able to receive a Bachelor's Degree in two years.

- B.** The Bachelor's from Utica College is a Syracuse University degree.
- C.** HCCC transfer students are eligible for scholarship and financial aid the same as continuing students.
- D.** Utica College will provide housing in campus residence halls within the guidelines and practices governing availability of housing for continuing students.
- E.** HCCC transfer students are eligible to participate in internships, externships, coops, field placements and study abroad opportunities open to continuing students.

This agreement will be reviewed in January of each academic year. Should either party desire to terminate this ARTICULATION AGREEMENT, notification shall be given to the other party in writing not less than six (6) months prior to the proposed date of termination.

\_\_\_\_\_  
Todd Hutton, Ph.D.  
President  
Utica College

\_\_\_\_\_  
Ronald F. Williams, Ed.D.  
President  
Herkimer County Community College

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**JOURNALISM** (Note: Concentration requirement fulfilled with Associate's Degree)  
Below are the transfer equivalents for HCCC majors in Radio-Television Broadcasting and UC course requirements for the major in Journalism. The equivalencies read left to right.

Courses with one asterisk (\*) denote major course requirements, two asterisks (\*\*) denotes major elective, three asterisks (\*\*\*) denotes concentration.

### **JOURNALISM**

#### ***First Semester***

##### HCCC Course

BU 221 Public Relations (3)

EN111 English I (3)

FS 100 Freshman Seminar (1)

**RT 142 Introduction to Electronic Media**

**RT 161 Introduction to Video Production (4)**

ENG or Humanities Elective (3)

##### UC Course Equivalencies

PRL 182 Intro to Public Relations (3)

ENG 101 Written Communication I (3)

UCC 101 Freshman Seminar (1)

**\*\*\*COM 261 Broadcasting in the Public Interest (3)**

**\*\*\*Free Elective(3)**

Humanities Core (3)

**Transfer Hours in first semester: 16**

#### ***Second Semester***

##### HCCC Course

BU 143 Advertising (3)

EN 112 English II (3)

IS 111 Keyboarding (1)

IS 115 Computer Software Apps (3)

RT 151 Intro to Audio Prod. (4)

ENG or Humanities Elective (3)

##### UC Course Equivalencies

MKT311 Elements of Advertising (3)

ENG 135 Introduction to Literature (3)

No credit

CSC 117 Computers & App Software (3)

**\*\*Major elective (3)**

Humanities Core (3)

**Transfer Hours for second semester: 15**

#### ***Third Semester***

##### HCCC Course

EN 227 Voice and Diction (3)

RT 145 Broadcast Copywriting (3)

**RT 225 Intermediate Video Production (3)**

Math Elective (3)

Social Science Elective (3)

Physical education (1)

##### UC Course Equivalencies

**Liberal arts elective (3)**

**\*\*Major elective (3)**

**\*\*\*JLM 276 TV News Field Production I(3)**

Math or Science Core (3)

Social Science Core (3)

PE (1)

**Transfer Hours for third semester: 16**

#### ***Fourth Semester***

##### HCCC Course

RT 222 Sales and Promotion in the  
Electronic Media (3)

RT 233 Radio-TV Senior Seminar **OR**

RT 290 Apprenticeship (1)

RT 253 Adv. Audio Prod. **OR**

RT 263 Adv. Video Prod. (4)

ENG or Humanities Elective (3)

Science Elective (3)

Social Science Elective (3)

##### UC Course Equivalencies

Free Elective (3)

Free Elective (1)

No credit given because of

60 transfer credit maximum

Liberal Arts Elective (3)

Science Core (3)

Social Science Core (3)

**Transfer Hours for fourth semester: 13**

**JOURNALISM STUDIES MAJOR**

A) Required Courses - 24 credit hours. Each course is 3 credit hours unless otherwise noted.

Journalism Studies 181 Introduction To Mass Communication.

Journalism Studies 259 Broadcast News Writing

Journalism Studies 261 Newswriting

Journalism Studies 262 Reporting

One From:

Journalism Studies 362 Reporting Of Public Affairs

Journalism Studies 371 Advanced Reporting Techniques

Journalism Studies 364 Editing

Journalism Studies 450 Field Work In Journalism

One From:

Journalism Studies 467 Communications Law

Journalism Studies 401 Media Ethics

B) Elective Courses - 6 credit hours / Select two (2) courses from the following

In consultation with your advisor, select six additional credits from Journalism. These courses must be different from courses selected to fulfill a concentration.

C. Major Related Concentration: Students must take at least 15 hours of study above the 100 level in an area of concentration. Students interested in a Broadcast Journalism concentration must take the designated courses. Students desiring to use PR for concentration should take the PRJ dual major. Students may elect to fulfill this concentration with courses from any program. (Transfer students should consult with their advisor regarding fulfillment of concentration with transferred courses.)

Broadcast Journalism Concentration

Journalism Studies 241 Introduction to the Sports Report

Journalism Studies 276 TV News Field Production I

Journalism Studies 378 TV News Field Production II

Select one from

COM 261 Broadcasting and the Public Interest

COM 368 Broadcast News and Society

Select one from

COM 235 Introduction to Oral Interpretation

COM 303 Public Speaking II

**SAMPLE UC COURSE SEQUENCE IN JOURNALISM STUDIES WITH A BROADCASTING CONCENTRATION IF ASSOCIATE'S DEGREE AND CORE COMPLETE UPON TRANSFER*****Fifth Semester***

JLM 181 Intro to Mass Communication (3)

***Sixth Semester***

JLM 262 Reporting (3)

JLM 261 Newswriting (3)  
Liberal Arts elective (3)  
Liberal Arts elective (3)  
Liberal Arts elective (3)

***Seventh Semester***

JLM 362 Reporting on Public Affairs (3)  
JLM 365 Publication Design (3)  
JLM elective (3)  
Liberal Arts elective (3)  
Liberal Arts elective (3)

JLM 264 Editing (3)  
JLM 241 Introduction to the Sports Report (3)  
Liberal Arts elective (3)  
JLM 259 Broadcast News Writing (3)

***Eighth Semester***

JLM450 Fieldwork in Journalism (3)  
JLM 467 Communications Law (3)  
Liberal Arts elective (3)  
COM 235 Introduction to Oral Interpretation (3)  
Free elective (3)

## **ARTICULATION AGREEMENT**

**OF**

**HERKIMER COUNTY COMMUNITY COLLEGE  
DEPARTMENT OF RADIO-TELEVISION BROADCASTING**

**WITH**

**UTICA COLLEGE COMMUNICATION DEPARTMENT  
MAJOR IN PUBLIC RELATIONS/JOURNALISM**

**EFFECTIVE JANUARY 1, 2007**

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Utica College agrees to articulate with Herkimer County Community College by providing opportunities for appropriately qualified students in HCCC's Radio-Television Broadcasting program to complete the Bachelor of Science in Public Relations /Journalism in the Department of Communication.

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- B.** Students with an Associate's Degree or 57 credits are exempt from Components I and II of Utica College's Core requirements.
- C.** Students who transfer 30 credits of liberal arts and sciences with at least two courses in each of UC's three categories of Component II core, including one lab science course, will be exempt from Component II Core.
- D.** Students with at least 30 credits of liberal arts and sciences but fewer than two courses in any of the three areas or lacking a lab science must take whatever Core courses are necessary to equal two in each area, including a lab science.
- E.** A Bachelor of Science degree requires that 60 of the 120 credits required for graduation be in the liberal arts.
- F.** Transfer credit will be given for courses with a grade of C or better with a maximum of 60 transfer credits given students with a HCCC Associate's Degree in Radio-Television Broadcasting. Credit will be granted according to the appended list of equivalent courses or as general elective credit.

### **III. Benefits / Advantages**

- A.** HCCC students transferring with Associate's Degrees will have junior status and most will be able to receive a Bachelor's Degree in two years.

- B.** The Bachelor's from Utica College is a Syracuse University degree.
- C.** HCCC transfer students are eligible for scholarship and financial aid the same as continuing students.
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Todd Hutton, Ph.D.  
President  
Utica College

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Ronald F. Williams, Ed.D.  
President  
Herkimer County Community College

Date: \_\_\_\_\_

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Below are the transfer equivalents for HCCC majors in Radio-Television Broadcasting and UC course requirements for the major in Public Relations/Journalism. The equivalencies read left to right.

Courses with one asterisk (\*) denote major course requirements

Courses with two asterisks (\*\*) denote major-related course requirements

### **PUBLIC RELATIONS / JOURNALISM**

#### ***First Semester***

##### HCCC Course

BU 221 Public Relations (3)

EN111 English I (3)

FS 100 Freshman Seminar (1)

**RT 142 Introduction to Electronic Media**

**RT 161 Introduction to Video Production (4)**

ENG or Humanities Elective (3)

##### UC Course Equivalencies

\* PRL 182 Intro to Public Relations (3)

ENG 101 Written Communication I (3)

UCC 101 Freshman Seminar (1)

**COM 261 Broadcasting in the Public Interest (3)**

**\*Free Elective (3)**

Humanities Core (3)

**Transfer Hours in first semester: 16**

#### ***Second Semester***

##### HCCC Course

BU 143 Advertising (3)

EN 112 English II (3)

IS 111 Keyboarding (1)

IS 115 Computer Software Apps (3)

RT 151 Intro to Audio Prod. (4)

ENG or Humanities Elective (3)

##### UC Course Equivalencies

MKT311 Elements of Advertising (3)

ENG 135 Introduction to Literature (3)

No credit

CSC 117 Computers & App Software (3)

Major elective (3)

Humanities Core (3)

**Transfer Hours for second semester: 15**

#### ***Third Semester***

##### HCCC Course

EN 227 Voice and Diction (3)

RT 145 Broadcast Copywriting (3)

**RT 225 Intermediate Video Production (3)**

Math Elective (3)

Social Science Elective (3)

Physical education (1)

##### UC Course Equivalencies

**Liberal arts elective (3)**

**\*\*Major elective (3)**

**\*\*JLM276 TV News Field Production I (3)**

Math or Science Core (3)

Social Science Core (3)

PE (1)

**Transfer Hours for third semester: 16**

#### ***Fourth Semester***

##### HCCC Course

RT 222 Sales and Promotion in the Electronic Media (3)

RT 233 Radio-TV Senior Seminar **OR**

RT 290 Apprenticeship (1)

RT 253 Adv. Audio Prod. **OR**

RT 263 Adv. Video Prod. (4)

ENG or Humanities Elective (3)

Science Elective (3)

Social Science Elective (3)

##### UC Course Equivalencies

Free Elective (3)

Free Elective (1)

No credit given because of  
60 transfer credit maximum

Liberal Arts Elective (3)

Science Core (3)

Social Science Core (3)

**Transfer Hours for fourth semester: 13**

**PUBLIC RELATIONS /JOURNALISM COMBINED MAJOR**

A) Required Courses - **39** credit hours. Each course is 3 credits unless otherwise noted.

Public Relations 182 Introduction to Public Relations  
 Public Relations 372 Publicity and Public Relations Writing.  
 Public Relations 375 Public Relations Research and Planning  
 Public Relations 482 Cases and Problems in Public Relations  
 Journalism Studies 181 Introduction to Mass Communication.  
 Journalism Studies 259 Broadcast News Writing  
 Journalism Studies 261 Newswriting  
 Journalism Studies 262 Reporting

One from

Journalism Studies 362 Reporting of Public Affairs  
 Journalism Studies 371 Advanced Reporting Techniques

Journalism Studies 364 Editing.  
 Journalism Studies 365 Publication Design

One from

Journalism Studies 467 Communications Law  
 Journalism Studies 401 Media Ethics

Public Relations 450 Field Work in Public Relations  
 or  
 Journalism Studies 450 Field Work in Journalism

B) Elective Courses – **9** credits Select three courses from the following:

Journalism Studies 372 Essentials of News Photography  
 Journalism Studies 381 Censorship  
 Journalism Studies 400 Topics in Journalism Studies  
 Public Relations 385 Public Relations Campaigns  
 Public Relations 400 Topics in Public Relations  
 Journalism Studies 276 TV News Field Production I  
 Journalism Studies 241 Introduction to the Sports Report  
 Journalism Studies 378 TV News Field Production II  
 Journalism Studies 461 Web Writing and Design

**SAMPLE UC COURSE SEQUENCE IN PR/J COMBINED MAJOR  
 IF ASSOCIATE'S DEGREE AND CORE COMPLETE UPON TRANSFER**

***Fifth Semester***

JLM 181 Intro. to Mass Comm. (3)  
 JLM 261 Newswriting (3)  
 JLM 401 Media Ethics (3)  
 Liberal Arts elective (3)  
 Liberal Arts elective (3)

***Sixth Semester***

JLM 262 Reporting (3)  
 JLM 264 Editing (3)  
 PRL 372 Publicity and PR Writing (3)  
 Liberal Arts elective (3)  
 JLM 259 Broadcast News Writing (3)

***Seventh Semester***

JLM 362 Reporting on Public Affairs (3)  
JLM 365 Publication Design (3)  
PRL 375 Public Relations Research and Planning  
Liberal Arts elective (3)  
Liberal Arts elective (3)

***Eighth Semester***

JLM 450 or PRL 450 Fieldwork (3)  
PRL 483 Cases and Problems in PR (3)  
Liberal Arts elective (3)  
Liberal Arts elective (3)  
Liberal Arts elective (3)

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Ronald F. Williams, Ed.D.  
President  
Herkimer County Community College

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Below are the course-by-course transfer equivalents for HCCC courses in Radio-Television Broadcasting and UC course requirements for the major in Public Relations. The equivalencies read left to right.

Courses with one asterisk (\*) denote major course requirements

Courses with two asterisks (\*\*) denote major-related course requirements

## **PUBLIC RELATIONS**

### ***First Semester***

#### HCCC Course

BU 221 Public Relations (3)

EN111 English I (3)

FS 100 Freshman Seminar (1)

**RT 142 Introduction to Electronic Media**

**RT 161 Introduction to Video Production (4)**

ENG or Humanities Elective (3)

#### UC Course Equivalencies

\* PRL 182 Intro to Public Relations (3)

ENG 101 Written Communication I (3)

UCC 101 Freshman Seminar (1)

**COM 261 Broadcasting in the Public Interest (3)**

**Free Elective (3)**

Humanities Core (3)

**Transfer Hours in first semester: 16**

### ***Second Semester***

#### HCCC Course

BU 143 Advertising (3)

EN 112 English II (3)

IS 111 Keyboarding (1)

IS 115 Computer Software Apps (3)

RT 151 Intro to Audio Prod. (4)

ENG or Humanities Elective (3)

#### UC Course Equivalencies

\*\*MKT311 Elements of Advertising (3)

ENG 135 Introduction to Literature (3)

No credit

\*\*CSC 117 Computers & App Software (3)

Free elective (3)

Humanities Core (3)

**Transfer Hours for second semester: 15**

### ***Third Semester***

#### HCCC Course

EN 227 Voice and Diction (3)

**RT 145 Broadcast Copywriting (3)**

**RT 225 Intermediate Video Production (3)**

Math Elective (3)

Social Science Elective (3)

Physical education (1)

#### UC Course Equivalencies

**Liberal arts elective (3)**

\*\*JLM 259 Broadcast Newswriting (3)

\*\*JLM 276 TV News Field Production I(3)

Math or Science Core (3)

Social Science Core (3)

PE (1)

**Transfer Hours for third semester: 16**

### ***Fourth Semester***

#### HCCC Course

RT 222 Sales and Promotion in the  
Electronic Media (3)

RT 233 Radio-TV Senior Seminar **OR**

RT 290 Apprenticeship (1)

RT 253 Adv. Audio Prod. **OR**

RT 263 Adv. Video Prod. (4)

ENG or Humanities Elective (3)

Science Elective (3)

Social Science Elective (3)

#### UC Course Equivalencies

Free Elective (3)

Free Elective (1)

No credit given because of  
60 transfer credit maximum

Liberal Arts Elective (3)

Science Core (3)

Social Science Core (3)

**Transfer Hours for fourth semester: 13**

**PUBLIC RELATIONS MAJOR**

A) Required Courses – 27 credit hours. Each course is 3 credits unless otherwise noted.

JLM 181 Introduction to Mass Communication  
JLM 261 Newswriting  
JLM 365 Publication Design  
PRL 182 Introduction to Public Relations  
PRL 372 Publicity and Public Relations Writing  
PRL 375 Public Relations Research and Planning  
PRL 385 Public Relations Campaigns  
PRL 450 Field Work in Public Relations  
PRL 482 Cases and Problems in Public Relations

B) Concentration – Students majoring in Public Relations must choose either a General Concentration or a Sports Communication Concentration.

General Concentration (15 credit hours):

*Choose 5 courses from the following:*

PRL 400 Topics in Public Relations  
COM 305 Group Problem Solving and Decision Making  
COM 325 Intercultural Communication  
COM 341 Organizational Communication  
\*JLM 363 Magazine Article Writing  
\*JLM 364 Editing  
\*JLM 372 Essentials of News Photography  
\*JLM 461 Writing for the Web  
\*JLM 467 Communications Law  
MGT 101 Introduction to Contemporary Business  
MGT 201 Principles of Business Management  
MKT 311 Elements of Advertising  
GOV 215 Public Opinion and Political Behavior  
PSY 237 Group Dynamics

\*NOTE: A maximum of four Journalism courses listed above may be applied to this concentration.

Sports Communication Concentration (15 credit hours):

PRL 285 Introduction to Sports & the Media

Select one from:

JLM 241 Introduction to the Sports Report

JLM 374 Sportswriting

Select one from:

PRL 395 Sports Information & Public Relations

PRL 396 Sports Marketing Communication and Promotion

PRL 397 Sports Event Planning & Management

Select one from:

PRL 300 Topics in Sports Communication

PRL 433 The Olympics

PRL 435 Sports & Television

Select one from:

PRL 454 The Business of Sports

PRL 456 Athlete Management & Representation

PRL 458 Sports Law

**SAMPLE UC COURSE SEQUENCE IN PUBLIC RELATIONS  
IF ASSOCIATE'S DEGREE AND CORE COMPLETE UPON TRANSFER**

***Fifth Semester***

JLM 181 Intro to Mass Communication (3)  
JLM 365 Publication Design  
JLM 261 Newswriting (3)  
PR Concentration Course (3)  
Liberal Arts elective (3)

***Sixth Semester***

PRL 372 Publicity and PR Writing (3)  
PR Concentration Course (3)  
PR Concentration Course (3)  
Liberal Arts elective (3)  
Liberal Arts elective (3)

***Seventh Semester***

Free elective  
PRL 375 Public Relations Research/Planning (3)  
PRL 385 Public Relations Campaigns (3)  
PR Concentration Course (3)  
Liberal Arts elective (3)

***Eighth Semester***

PRL 450 Fieldwork in PR (3)  
PRL 482 Cases and Problems in PR (3)  
PR Concentration Course (3)  
Liberal arts elective (3)  
Liberal arts elective (3)