

Strategic Communication

Bachelor of Arts

DEGREE PLAN

Common Core 35 Hours

BIBLICAL LITERACY 6

BIBL 1013	Introduction to Christian Scripture	3
BIBL 1023	Christian Theology and Ethics	3

COMPOSITION AND LITERATURE 6

ENGL 1153	English Composition: Exposition and Argument	3
ENGL 1163	English: Composition and Classical Literature	3

SCIENTIFIC LITERACY AND MATHEMATICS 7

---	Laboratory Science Course	4
MATH 1033	Contemporary Math or above	3

WELLNESS AND LIFELONG FITNESS 1

PHED 1001	The Wellness Lifestyle	1
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HISTORY AND LITERATURE 12

ENGL 2013	European Civilization: Literature	3
and HIST 2013	European Civilization: History	3

ENGL 2023	Modern West: Literature	3
and HIST 2023	Modern West: History	3

PHILOSOPHY AND FINE ARTS 3

PHIL 1043	Introduction to Philosophy	3
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Supportive Core 18-19 Hours

COMS 1093	Introduction to Speech Communication	3
COMS 2203	Media and Culture	3
---	World Language Course	3

SELECT ONE COURSE 3

FNAR 2063	Arts and Western Culture	3
FNAR 2163	Arts and Ideas	3

SELECT TWO COURSES 6-7

---	Anthropology Course	3
---	Economics Course	3
---	Mathematics Course	3
---	Political Science Course	3
---	Psychology Course	3
---	Science Course	3-4
---	Sociology Course	3
---	World Language Course	3

Converged Electives 9 Hours

SELECT THREE COURSES*

COMS 2303	Group Discussion and Leadership	3
COMS 2323	Contemporary Public Relations	3
COMS 3453	Communication and Conflict	3
JMAS 1153	Introduction to Media and Film Technology	3
JMAS 2053	News Writing	3
JMAS 3303	Social Responsibility	3
THEA 1183	Foundations of Theatre Arts	3
THEA 2403	Oral Interpretation	3
THEA 4633	Playwriting and Development	3

Strategic Communication and Marketing 51 Hours

STRATEGIC COMMUNICATION AND MARKETING CORE 21

COMS 2323	Contemporary Public Relations	3
COMS 3042	Advertising	3
COMS 4163	Public Relations Case Studies	3
COMS 4183	PR and Social Media	3
COMS 4323	Capstone in Communication Studies	3
BASD 1113	Introduction to Business	3
MKTG 3303	Principles of Marketing	3

BUSINESS STUDIES –SELECT THREE COURSES 9

MKTG 3323	Introduction to Marketing Analytics and Web	3
MKTG 3383	Internet/Digital Marketing	3
MKTG 4303	Marketing Research and Consumer Behavior	3
MKTG 4373	Small Business Marketing	3

COMMUNICATION STUDIES –SELECT FOUR COURSES 12

COMS 1113	Interpersonal Communication	3
COMS 2283	Advanced Public Speaking	3
COMS 2303	Group Discussion and Leadership	3
COMS 3203	Strategic Communication in Sports	3
COMS 3453	Communication and Conflict	3
COMS 3503	Communication Research	3
COMS 3959	Communication Studies Internship	3

VISUAL / DIGITAL MEDIA –SELECT THREE COURSES 9

ART 2203	Introduction to Graphic Design	3
ART 3163	Vector Graphics	3
ART 3173	Raster Graphics	3
JMAS 2733	Introduction to Digital Photography	3
JMAS 3163	News Editing and Design	3
JMAS 3903	Electronic Field Production	3

General Electives 6-7 Hours

Total Hours

Common Core	35
Supportive Core	18-19
Converged Electives	9
Strategic Communication and Marketing	51
General Electives	6-7
Total hours required for graduation	120

* Only one course can be from your major area of study.

All degrees must include at least 30 upper-level hours. No D's will be accepted in the area of concentration and supportive courses or in courses comprising majors and minors.