



## 4-Year Academic Plan: Communication Strategic Communication

The following is a **sample** outline demonstrating 4-year completion of this bachelor's degree. Each student's reality will vary slightly, as this plan does not include transfer work, Advanced Placement (AP), or concurrent enrollment credits. Math and English placement will be based on the student's ACT/SAT scores. **PLEASE NOTE:** The following plan assumes students are prepared to take the Math course listed. If prerequisites are required, additional semesters may be required to complete degree.

*While every effort has been made to align this sample with departmental offerings and recommendations, **this is a GUIDE ONLY.** Please meet with your academic advisor and consult DegreeWorks for specifics.*

<p><b>1<sup>st</sup> Year Fall (15 credits)</b>            ENGL 1010 Intro to Academic Writing (3)            COMM 1010 Intro to Communication (3)            LM 1010 Informational Literacy (1)            Fine Arts Knowledge Area (3)            EDGE 1010 Becoming an Engaged Learner (1)            Electives (4 credits)</p>	<p><b>1<sup>st</sup> Year Spring (15 credits)</b>            ENGL 2010 Intermediate Writing (3)            CSIS 1000 Intro Computer Apps &amp; Internet (3)            Social &amp; Behavioral Science Knowledge Area (3)            COMM 2300 Intro to Adv. &amp; Public Relations (3)            Electives (3 credits)</p>
<p><b>2<sup>nd</sup> Year Fall (14 credits)</b>            MATH 1010 Intermediate Algebra* (5)            Life Science Knowledge Area (3)            American Institutions Course (3)            COMM 1130 Writing for Communication (3)</p>	<p><b>2<sup>nd</sup> Year Spring (14 credits)</b>            MATH 1040 Statistics (4)            Physical Science Knowledge Area w/ Lab (4)            COMM 3070 Communication Graphics (3)            Electives (3 credits)</p>
<p><b>3<sup>rd</sup> Year Fall (16 credits)</b>            COMM 3080 Copy Layout &amp; Design (3)            COMM upper-division major elective* (3)            COMM major elective* (3)            EDGE 30XX Project Proposal and Planning* (1)            Electives (6 credits)</p>	<p><b>3<sup>rd</sup> Year Spring (15 credits)</b>            COMM 3020 Communication Research (3)            COMM 3501 Practicum-PR/Ad Lab (3)            COMM 4280 Advertising Strategies (3)            Upper-division electives (3 credits)            Electives (3 credits)</p>
<p><b>4<sup>th</sup> Year Fall (16 credits)</b>            COMM 3950 Strategic Comm. Writing (3)            COMM 4010 Persuasion (3)            COMM upper-division major elective* (3)            EDGE 40XX Project Reporting and Reflection* (1)            Electives (6 credits)</p>	<p><b>4<sup>th</sup> Year Spring (15 credits)</b>            COMM 4050 Mass Media Theory &amp; Effects <i>or</i>            COMM 4350 Communication Theory (3)            COMM 4950 Public Relations Campaigns (3)            Upper-division electives (3 credits)            Electives (6 credits)</p>

### Color Key:

General Education Courses (green)  
 EDGE Program Courses (orange)  
 Major-required courses that also fulfill GE requirement (purple)  
 Major Courses (black)  
 Electives/minor/etc. (red)

### Other Notes:

- (\*) See catalog for available options
- Students electing to complete the Bachelor of Arts will take 16 hours of one foreign language (not included here)