

4-Year Academic Plan: Communication Strategic Message Design & Human Interaction (Online)

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.*

1st Year Fall (15 Credits)

COMM 1010 Intro to Communication (3)
ENGL 1010 Intro to Academic Writing (3)
MATH 1030 Contemporary Math or higher (3)
COMM 1130 Writing for Communication (3)
Free electives (3 credits)

1st Year Spring (14 Credits)

ENGL 2010 Intermediate Writing (3)
INFO 1010 Information Literacy (1)
Life Science Knowledge Area w/ lab* (4)
Social & Behavioral Science Knowledge area (3)
COMM 1030 Intro to Social Media (3)

2nd Year Fall (15 Credits)

Fine Arts Knowledge Area (3)
American Institutions Course (3)
COMM 1450 Intro to Advertising & PR (3)
COMM 2030 Social Media Branding(only offered in summer) (3)
Free electives (3 credits)

2nd Year Spring (16 Credits)

Physical Science Knowledge Area w/ lab* (4)
COMM 2110 Communication in Human Interaction (3)
COMM 2900 Strategic Communication Writing (3)
Free electives (6 credits)

3rd Year Fall (15 Credits)

COMM 3080 Digital Copy Layout and Design (3)
COMM 3150 Nonverbal Communication (3)
Free electives (9 credits)

3rd Year Spring (15 Credits)

COMM 3110 Persuasion (3)
COMM 3100 Communication Theory (3)
Upper-division free electives (6 credits)
Free electives (3 credits)

4th Year Fall (15 Credits)

COMM 4000 Research for Comm. Careers (3)
COMM 4040 Advertising Psychology (3)
Upper-division free electives (6 credits)
Free electives (3 credits)

4th Year Spring (15 Credits)

COMM 4280 Advertising Strategies (3)
COMM 3900 Strategic Campaigns (3)
Upper-division free electives (6 credits)
Free electives (3 credits)

Color Key:

General Education Courses (green)
Major-required course & GE requirement (purple)
Major Courses (black)
Upper-Division Elective/minor/etc. (blue)
Electives/minor/etc. (red)

Other Notes:

- (*) See catalog for available options
- (**) Other options available—see catalog
- All students must earn a minimum of 40 upper-division credits (3000-4999 level)
- Students electing to complete the Bachelor of Arts will take 16 hours of one foreign language (not included here)