

4-Year Academic Plan: Communication Strategic Communication Emphasis

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)

ENGL 1010 Intro to Academic Writing (3)
Fine Arts Knowledge Area (3)
COMM 1010 Intro to Communication (3)
COMM 1030 Intro to Social Media (3)
Free electives (3 credits)

1st Year Spring (13 credits)

ENGL 2010 Intermediate Writing (3)
INFO 1010 Information Literacy (1)
MATH 1030 Contemporary Math or higher (3)
COMM 1450 Intro to Adv. & Public Relations (3)
COMM 1130 Writing for Communication (3)

2nd Year Fall (16 credits)

Social & Behavioral Science Knowledge Area (3)
Life Science Knowledge Area w/ lab* (4)
COMM 3080 Digital Copy Layout & Design (3)
COMM 2900 Strategic Communication writing (3)
COMM 2030 Social Media Branding(only offered in summer (3)

2nd Year Spring (16 credits)

Physical Science Knowledge Area w/ lab* (4)
American Institutions Course (3)
COMM 1070 Visual Communication Graphics (3)
Free electives (6 credits)

3rd Year Fall (15 credits)

COMM 3100 Communication Theory (3)
COMM 3900 Strategic Campaigns (3)
Upper-division electives (3 credits)
Free electives (6 credits)

3rd Year Spring (15 credits)

COMM 3110 Persuasion (3)
COMM upper-division elective (3)
Upper-division electives (3 credits)
Free electives (6 credits)

4th Year Fall (15 credits)

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

4th Year Spring (15 credits)

COMM 4040 Advertising Psychology (3)
COMM 4850 Practicum: Social Media lab (3)
Upper-division 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)