

Strategic Communication

Course	Title	Credits	Semester Taken	Grade
REQUIRED COURSES (36 hours)				
COMM 1010	Introduction to Communication	3		
COMM 1130	Writing for Communication	3		
COMM 2300	Introduction to Ad & PR	3		
COMM 3020	Communication Research	3		
COMM 3070	Communication Graphics	3		
COMM 3080	Copy Layout and Design	3		
COMM 3501	Practicum AD/PR Lab	3		
COMM 3950	Strategic Communication Writing	3		
COMM 4010	Persuasion	3		
COMM 4050	Mass Media Theory and Effects	3		
COMM 4280	Advertising Strategies	3		
COMM 4950	Public Relations Campaigns	3		
ELECTIVES (6 hours)				
COMM 1610	News Writing	3		
COMM 2950	Public Relations Management	3		
COMM 4020	Media Ethics	3		
COMM 4140	Advanced Media Writing	3		
COMM 4240	Technical Writing	3		
COMM 4260	Media Law	3		
COMM 4440	Feature Writing	3		
COMM 4600	Topics in Communication	3		
COMM 4890	Internship in Communication	3		
(Other)				
(Other)				

*Other electives from the Communication Department may be taken. Contact your advisor for information.