

# STRATEGIC COMMUNICATION: SOCIAL MEDIA, BA

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

| Course                                                                                                                                                                                                  | Title                                                                                                                                        | Hours     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Freshman</b>                                                                                                                                                                                         |                                                                                                                                              |           |
| <b>Fall</b>                                                                                                                                                                                             |                                                                                                                                              |           |
| ENGL 1113                                                                                                                                                                                               | Composition I                                                                                                                                | 3         |
| STAT 2013 is required for this degree. Students who do not place directly into statistics should discuss alternate math-prefixed courses with their advisor in order to qualify to take STAT 2013 next. |                                                                                                                                              |           |
| General Education courses                                                                                                                                                                               |                                                                                                                                              | 11        |
| <b>Hours</b>                                                                                                                                                                                            |                                                                                                                                              | <b>14</b> |
| <b>Spring</b>                                                                                                                                                                                           |                                                                                                                                              |           |
| ENGL 1213                                                                                                                                                                                               | Composition II                                                                                                                               | 3         |
| STAT 2013<br>or STAT 2053<br>or STAT 2023                                                                                                                                                               | Elementary Statistics (Q)<br>or Elementary Statistics for the Social Sciences (Q)<br>or Elementary Statistics for Business and Economics (Q) | 3         |
| General Education courses                                                                                                                                                                               |                                                                                                                                              | 10        |
| <b>Hours</b>                                                                                                                                                                                            |                                                                                                                                              | <b>16</b> |
| <b>Sophomore</b>                                                                                                                                                                                        |                                                                                                                                              |           |
| <b>Fall</b>                                                                                                                                                                                             |                                                                                                                                              |           |
| SC 2183                                                                                                                                                                                                 | Introduction to Strategic Communications                                                                                                     | 3         |
| MC 2003<br>or MC 2023                                                                                                                                                                                   | Mass Media Style and Structure<br>or Digital Media Essentials                                                                                | 3         |
| 1713 First Semester Foreign Language                                                                                                                                                                    |                                                                                                                                              | 3         |
| General Education courses                                                                                                                                                                               |                                                                                                                                              | 6         |
| <b>Hours</b>                                                                                                                                                                                            |                                                                                                                                              | <b>15</b> |
| <b>Spring</b>                                                                                                                                                                                           |                                                                                                                                              |           |
| MC 2023<br>or MC 2003                                                                                                                                                                                   | Digital Media Essentials<br>or Mass Media Style and Structure                                                                                | 3         |
| 1813 Second Semester Foreign Language                                                                                                                                                                   |                                                                                                                                              | 3         |
| College and Elective courses                                                                                                                                                                            |                                                                                                                                              | 9         |
| SC 2183, MC 2003, and MC 2023 can be taken as late as junior fall.                                                                                                                                      |                                                                                                                                              |           |
| <b>Hours</b>                                                                                                                                                                                            |                                                                                                                                              | <b>15</b> |
| <b>Junior</b>                                                                                                                                                                                           |                                                                                                                                              |           |
| <b>Fall</b>                                                                                                                                                                                             |                                                                                                                                              |           |
| SC 3353                                                                                                                                                                                                 | Persuasive Writing for Strategic Communicators                                                                                               | 3         |
| SC 3753                                                                                                                                                                                                 | Graphic Design for Strategic Communication                                                                                                   | 3         |
| 2000-level/Third Semester Foreign Language                                                                                                                                                              |                                                                                                                                              | 3         |
| Upper-division MKTG course                                                                                                                                                                              |                                                                                                                                              | 3         |
| Major, College, and Elective courses                                                                                                                                                                    |                                                                                                                                              | 3         |
| <b>Hours</b>                                                                                                                                                                                            |                                                                                                                                              | <b>15</b> |
| <b>Spring</b>                                                                                                                                                                                           |                                                                                                                                              |           |
| SC 3443                                                                                                                                                                                                 | Social Media Playbook (Spring only)                                                                                                          | 3         |
| SC 4493                                                                                                                                                                                                 | Strategic Writing for Content Creation                                                                                                       | 3         |
| MC 4143                                                                                                                                                                                                 | Ethics and Issues in Mass Communications                                                                                                     | 3         |
| Upper-division SC or Media class from degree requirement list                                                                                                                                           |                                                                                                                                              | 3         |
| Major, College, and Elective courses                                                                                                                                                                    |                                                                                                                                              | 3         |
| <b>Hours</b>                                                                                                                                                                                            |                                                                                                                                              | <b>15</b> |

|                                                               |                                                                     |            |
|---------------------------------------------------------------|---------------------------------------------------------------------|------------|
| <b>Senior</b>                                                 |                                                                     |            |
| <b>Fall</b>                                                   |                                                                     |            |
| SC 3693                                                       | Social Media Analytics (Fall only)                                  | 3          |
| SC 3953                                                       | Research Methods for Strategic Communicators (Must pass STAT first) | 3          |
| SC 4063                                                       | Creative Video for Digital Strategy (Fall only)                     | 3          |
| MC 4163                                                       | Mass Communication Law                                              | 3          |
| Related Major and Elective courses                            |                                                                     | 3          |
| <b>Hours</b>                                                  |                                                                     | <b>15</b>  |
| <b>Spring</b>                                                 |                                                                     |            |
| SC 4843<br>or SC 4980                                         | Strategic Communication Campaigns<br>or Advertising Competitions    | 3          |
| Upper-division SC or Media class from degree requirement list |                                                                     | 3          |
| Major, College, and Elective courses                          |                                                                     | 9          |
| <b>Hours</b>                                                  |                                                                     | <b>15</b>  |
| <b>Total Hours</b>                                            |                                                                     | <b>120</b> |