

STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, 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
Freshman		
Fall		
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
Hours		14
Spring		
ENGL 1213	Composition II	3
STAT 2013 or STAT 2053 or STAT 2023	Elementary Statistics (A) or Elementary Statistics for the Social Sciences (A) or Elementary Statistics for Business and Economics (A)	3
General Education courses		10
Hours		16
Sophomore		
Fall		
SC 2183	Introduction to Strategic Communications	3
MC 2003	Mass Media Style and Structure	3
1713	First Semester Foreign Language	3
General Education courses		6
Hours		15
Spring		
MC 2023 or SC 2083	Electronic Communication or Digital Communication for Strategic Communication	3
1813	Second Semester Foreign Language	3
College and Elective courses		9
SC 2183, MC 2003 and MC 2023 (or SC 2083) can be taken as late as junior fall.		
Hours		15
Junior		
Fall		
SC 3353	Persuasive Writing for Strategic Communicators	3
SC 3753	Graphic Design for Strategic Communication	3
MKTG 3213	Marketing (S)	3
2000-level Foreign Language		3
Major, College, and Elective courses		3
Hours		15
Spring		
SC 3383	Strategic Communications Management and Strategies	3
SC 4013	Media and Markets	3
MC 4143	Ethics and Issues in Mass Communications	3
3 hrs Upper-Division MKTG course		3

Major, College, and Elective courses		3
Hours		15
Senior		
Fall		
SC 3953	Research Methods for Strategic Communicators (Must pass STAT first)	3
SC 3603 or SC 4493	Copywriting and Creative Strategy or Strategic Writing for Content Creation	3
MC 4163	Mass Communication Law	3
Major, College, and Elective courses		6
Hours		15
Spring		
SC 4843 or SC 4980	Strategic Communication Campaigns or Advertising Competitions	3
Major, College, and Elective courses		12
Hours		15
Total Hours		120