

STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, BS

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 (Q) or Elementary Statistics for the Social Sciences (Q) or Elementary Statistics for Business and Economics (Q) | 3 |
| General Education courses | | 10 |
| Hours | | 16 |
| Sophomore | | |
| Fall | | |
| SC 2183 | Introduction to Strategic Communications | 3 |
| MC 2003 or MC 2023 | Mass Media Style and Structure or Digital Media Essentials | 3 |
| General Education courses | | 9 |
| Hours | | 15 |
| Spring | | |
| MC 2023 or MC 2003 | Digital Media Essentials or Mass Media Style and Structure | 3 |
| College and Elective courses | | 12 |
| Note: SC 2183, MC 2003, and MC 2023 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 |
| SC 3603 or SC 3383 | Creative Strategies (Fall only) or Strategic Communications Management and Strategies | 3 |
| Major, College, and Elective courses | | 6 |
| Note: SC 3603 and SC 3383 can be taken JR or SR year in fall. | | |
| Hours | | 15 |
| Spring | | |
| SC 4013 | Media and Markets (Spring only) | 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 | | 6 |
| Hours | | 15 |

Senior

Fall

| | | |
|--------------------------------------|--|-----------|
| SC 3953 | Research Methods for Strategic Communicators (Must pass STAT first) | 3 |
| SC 3383 or SC 3603 | Strategic Communications Management and Strategies (Fall only) or Creative Strategies | 3 |
| SC 4493 | Strategic Writing for Content Creation | 3 |
| MC 4163 | Mass Communication Law | 3 |
| Major, College, and Elective courses | | 3 |
| Hours | | 15 |

Spring

| | | |
|---|--|------------|
| SC 4843 or SC 4980 | Strategic Communication Campaigns or Advertising Competitions | 3 |
| Upper-division SC or Media class from degree requirement list | | 3 |
| Major, College, and Elective courses | | 9 |
| Hours | | 15 |
| Total Hours | | 120 |