

STRATEGIC COMMUNICATION: ENTERTAINMENT 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
Freshman		
Fall		
ENGL 1113	Composition I	3
MATH 1483 or MATH 1513	Mathematical Functions and Their Uses (A) or College Algebra (A)	3
General Education courses		9
Hours		15
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
1713	First Semester Foreign Language	3
General Education courses		6
Hours		15
Sophomore		
Fall		
1813	Second Semester Foreign Language	3
General Education courses		12
Hours		15
Spring		
2000-level	Foreign Language	3
College and Elective courses		12
Hours		15
Junior		
Fall		
SC 2183	Introduction to Strategic Communications	3
MC 2003	Mass Media Style and Structure	3
MC 2023	Electronic Communication	3
SC 3043	Entertainment in the Media (F)	3
Major, College, and Elective courses		3
Hours		15
Spring		
MMJ 3153	Fundamentals of Video and Studio Production	3
SC 3353	Persuasive Writing for Strategic Communicators	3
SC 3753	Graphic Design for Strategic Communication	3
SC 3443	Social Media (Sp)	3
Major, College, and Elective courses		3
Hours		15
Senior		
Fall		
SC 4013	Advertising Media and Markets	3
MMJ 4960 or MMJ 4573	Live Field Production or Broadcast Documentary	3
MC 4163	Mass Communication Law	3

Major, College, and Elective courses		6
Hours		15
Spring		
SC 4743	Entertainment Media Campaigns (Sp)	3
MC 4143	Ethics and Issues in Mass Communications	3
Major, College, and Elective courses		9
Hours		15
Total Hours		120