

# STRATEGIC COMMUNICATION: SPORT COMMUNICATION, 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 (A)<br>or Elementary Statistics for the Social Sciences (A)<br>or Elementary Statistics for Business and Economics (A) | 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   | Mass Media Style and Structure   | 3         |
| 1713  | First Semester Foreign Language  | 3         |
| General Education courses   |  | 6         |
| <b>Hours</b>  |  | <b>15</b> |
| <b>Spring</b>   |  |           |
| MC 2023<br>or SC 2083   | Electronic Communication<br>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.   |  |           |
| <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         |
| MKTG 3213   | Marketing (S)  | 3         |
| 2000-level Foreign Language   |  | 3         |
| Major, College, and Elective courses  |  | 3         |
| <b>Hours</b>  |  | <b>15</b> |
| <b>Spring</b>   |  |           |
| SPM 3783  | Strategic Sport Communication  | 3         |
| SC 4493   | Strategic Writing for Content Creation   | 3         |
| MC 4143   | Ethics and Issues in Mass Communications   | 3         |
| Major, Sports Related, and Elective courses   |  | 6         |
| <b>Hours</b>  |  | <b>15</b> |

|                                      |   |            |
|--------------------------------------|---|------------|
| <b>Senior</b>                        |   |            |
| <b>Fall</b>                          |   |            |
| SC 3953                              | Research Methods for Strategic Communicators (Must pass STAT first) | 3          |
| SPM 4833                             | Sports Information Systems (Fall-only class)                        | 3          |
| MC 4163                              | Mass Communication Law  | 3          |
| Major, College, and Elective courses |   | 6          |
| <b>Hours</b>                         |   | <b>15</b>  |
| <b>Spring</b>                        |   |            |
| SPM 3843                             | Contemporary Sport Consumption                                      | 3          |
| SC 4843<br>or SC 4980                | Strategic Communication Campaigns<br>or Advertising Competitions    | 3          |
| MKTG 3713                            | Sports Marketing  | 3          |
| Major, College, and Elective courses |   | 6          |
| <b>Hours</b>                         |   | <b>15</b>  |
| <b>Total Hours</b>                   |   | <b>120</b> |