

STRATEGIC COMMUNICATION: SPORT COMMUNICATION, 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: 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 |
| Upper-division SC or Media class from degree requirement list | | 3 |
| Major, College, and Elective courses | | 6 |
| Hours | | 15 |
| Spring | | |
| SC 3783 | Strategic Sport Communication (Spring only) | 3 |
| SPM 3843 | Contemporary Sports Issues (Spring only JR or SR year) | 3 |
| SC 4493 | Strategic Writing for Content Creation | 3 |
| MC 4143 | Ethics and Issues in Mass Communications | 3 |
| Major, College, and Elective courses | | 3 |
| Hours | | 15 |

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| Senior | | |
| Fall | | |
| SC 3953 | Research Methods for Strategic Communicators (Must pass STAT first) | 3 |
| SPM 4833 | Sports Information (Fall Only) | 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 |
| Upper-division SC or Media class from degree requirement list | | 3 |
| Upper-division sports-related class from degree requirement list | | 3 |
| Major, College, and Elective courses | | 6 |
| Hours | | 15 |
| Total Hours | | 120 |