

**B.A. in Communication & Media Studies  
Concentration in Strategic Communication  
2021-2022**

**Required Core Communication Courses (24)**

*COMM 151 – Writing for Mass Media	_____3
*COMM 211 – Intro to Public Speaking	_____3
*COMM 272 – Intro to Strategic Communication	_____3
*COMM 441 – Integrated Marketing Communication	_____3
*COMM 463 – Writing for Public Relations	_____3
*COMM 476 – Social Media Communication	_____3
*COMM 490 – Digital Audience Research/Behavior	_____3
*COMM 498 – Professional Seminar in Communication	_____3

**English (12)**

ENGL 101/101H	_____3
ENGL 102/102H	_____3
ENGL 230/231/232	_____3
ENGL 373/374/380	_____3

**Mathematics (6)**

MATH 105/151/161	_____3
MATH 241	_____3

**<sup>4</sup>Communication Elective Options (27)**

*Media Strategy	_____3
*Media Strategy	_____3
*Media Strategy	_____3
*Content Creation/Production	_____3
*Content Creation/Production	_____3
*Content Creation/Production	_____3
*Communication Theory	_____3
*Communication Theory	_____3
*Communication Theory	_____3

**<sup>1</sup>Foreign Language (12)**

Foreign Language 101	_____3
Foreign Language 102	_____3
Foreign Language 201	_____3
Foreign Language 202	_____3

**<sup>2</sup>Natural Sciences (9)**

Biological Science	_____3
Physical Science	_____3
Biological/Physical Science	_____3

**Other (15)**

<sup>3</sup> Social/Behavioral Science	_____3
<sup>3</sup> Social/Behavioral Science	_____3
Fine Arts	_____3
ART 105/106, MUS 151, THEA 131, DNC 100	_____3
HIST 101/101H/107/201/201H	_____3
LS 102	_____1
SE 101	_____2

**Free Electives (15)**

_____	_____3
_____	_____3
_____	_____3
_____	_____3

\*SE 101 is not required of transfer or readmitted students with 30+ credit hours. SE 101 will be substituted with 2 hours of free electives

## **Curriculum Notes & Key**

\*Major course that requires a grade of “C” or better.

<sup>1</sup> To be selected from FREN, GERM, ITAL, LAT, or SPAN

<sup>2</sup> At least 6 hours of your Natural Sciences must be a two-semester sequence.

Biological: GBIO, MICR, ZOO Physical: CHEM, ESSC, PHSC, PHYS

<sup>3</sup> To be selected from any ANTH, CJ, ECON, GEOG, POLI, PSYC, SOC

### **Communication Elective Options**

All Communication students must take a total of 27 COMM electives. You must take a minimum of 15 credit hours (5 classes) at the 300/400 level.

#### **Media Strategy:**

COMM 270 - Intro to Public Relations Communication

COMM 411 - Persuasion

COMM 427 - Field Study in Professional Communication

COMM 430 - Convergence Media

COMM 451 - Media Management & Economics

COMM 466 - Special Events Planning

COMM 467 - Public Relations Crisis Communication

COMM 477 - Social Media Data Analytics

#### **Content Creation/Production:**

ART 122 - Basic Digital Photography

ART 190 - New Media & Animation I

ART 220 - Intermediate Photography

COMM 121 - Photojournalism

COMM 155 - Applied Digital Media

COMM 213 – Debate

COMM 256 – Intro to Audio Production

COMM 257 – Intro to Television Production

COMM 260 – Field Video Production & Editing

COMM 316 - Communication Approaches to Training & Development

COMM 321 - Magazine Writing & Editing

COMM 340 - Public Affairs & Depth News Reporting

COMM 344 - Feature Writing

COMM 354 - Copywriting Sales & Promotion

COMM 357 - Television Studio Production

COMM 363 - Television Reporting

COMM 364 - Public Relations Case Studies

COMM 401 - Scholastic Journalism

COMM 402 - Television Sports Show Production  
COMM 408 - On Camera Performance  
COMM 409 - News Magazine Show Production  
COMM 413 - Advanced Speaking for the Professional  
COMM 424 - Television Advertising Design & Production Studio  
COMM 425 - Variable Topics in Sports Media  
COMM 430 - Convergence Media  
COMM 449 - Advanced Video Production & Editing  
COMM 459 - Mass Communication Internship  
COMM 460 - Advanced Audio Production  
COMM 465 - Public Relations Campaigns  
COMM 495 - Opinion Writing

**Comm Theory:**

COMM 159 - Intro to Communication & Media Studies  
COMM 215 - Interpersonal Communication  
COMM 369 - Film History  
COMM 376 - Visual Communication  
COMM 391 - Communication Theory & Research  
COMM 410 - Intercultural Communication  
COMM 418 - Small Group Communication  
COMM 433 - Leadership & Communication  
COMM 453 - Communication Law & Policy  
COMM 456 - Social & Ethical Issues in Mass Communication  
COMM 461 - Media Criticism  
COMM 471 - Organizational Communication  
COMM 475 - Race & Gender Communication  
COMM 485 - Health Communication  
COMM 493 - History of Mass Communication