

STRATEGIC COMMUNICATION STUDIES MAJOR WITH A PR, ADVERTISING, AND MARKETING CONCENTRATION

Acceptance to Major Requirements

Course Requirements: COMM 102 Public Speaking and the Public Sphere, COMM 103 Media and Society and COMM 105 Introduction to Human Communication (must complete 2 of 3)

Minimum Grade and/or GPA for required courses: GPA 2.0

Minimum Cumulative GPA: 2.0

Code	Title	Hours
COMM 102	Public Speaking and the Public Sphere	4
COMM 103	Media and Society	4
COMM 105	Introduction to Human Communication	4
COMM 336	Marketing, Advertising and Public Relations Campaign Design	4
COMM 390	Communicating Ethically	4
Goal Area Requirements ¹		12
Message Design Elective		
Analysis Elective		
Communication and Community Elective		
Additional Approved Strategic Communication Studies Electives ²		8
Total Hours		40

¹ Minimum of four credits from each goal area.

² COMM 390 Communicating Ethically, COMM 336 Marketing, Advertising and Public Relations Campaign Design plus 2 more courses.

Additional Requirements for Dual Concentration in both PRAM and PALD

Code	Title	Hours
300-level Advocacy and Leadership course (4 credits)		
4 credits from each PALD goal area		

Message Design (at least 4 credits of the following)

Code	Title	Hours
COMM 240	Digital Video Communication	4
COMM 245	Introduction to Media Writing	4
COMM 283A	Public Relations Branding	2
COMM 283B	Advertising Branding	2
COMM 346	Strategic Communication Campaigns Design Experience	4

Analysis (at least 4 credits of the following)

Code	Title	Hours
COMM 282A	Public Relations	4
COMM 338	Strategic Social Media Marketing and Communication	4

COMM 354	Gender, Media, and Political Campaigns	4
COMM 379B	Rhetoric of Advertising	4

Additional Approved Strategic Communication Studies Electives

Code	Title	Hours
COMM courses		
COMM 110	Voices Unheard: Gender, Race, and Power in America	4
COMM 220	Debate & Democracy	4
COMM 225	Argumentation and Advocacy	4
COMM 248	Media & Youth	4
COMM 251	Communication and Conflict	4
COMM 265	Group Communication	4
COMM 277A	Listening for Justice	4
COMM 278A	Rhetoric of Social Change	4
COMM 304	Political Communication	4
COMM 305	Gender, Voice, and Power	4
COMM 310	Black Civil Rights Rhetoric	4
COMM 341	News and Democracy	4
COMM 342	Communication in an AI Era	4
COMM 347	Media Effects	4
COMM 350	Intercultural Communication	4
COMM 350A	Intercultural Communication	4
COMM 351	Gender and Communication	4
COMM 352	Health Communication	4
COMM 353A	Intercultural Health Communication	4
COMM 358	Family Communication	4
COMM 361	Fat Studies	4
COMM 367	Organizational Communication	4
COMM 378A	Environmental Rhetoric	4
COMM 379A	Freedom of Speech	4
COMM 384B	Rhetoric and Popular Music	4
COMM 387D	Media, Law and Society	4
COMM 397	Internship	4

Approved Courses from Other Departments (up to 4 credits)

ART 217	Introduction to Photography	4
ART 218	Introduction to Computer Art	4
ART 317	Intermediate/Advanced Photography	4
ART 318	Intermediate/Advanced Computer Art and Graphic Design	4
ART 333A	Computer Art: Portrait	2
ART 333D	Computer Art: Visual Narrative	2
DATA 162	Introductory Data Analysis and Visualization	2
ENGL 217	Creative Inquiries	4
ENGL 311	Creative Nonfiction	4
PSYC 221	Applied Behavioral Statistics	4
PSYC 235	Research Methods	4
SOCI 206	Qualitative Research Methods	4
SOCI 279A	Quantitative Methods in Sociology	4

Additional Requirements:

General Education Requirements:

All undergraduate students must complete the requirements of the Integrations Curriculum (IC) which is designed to ensure all of our students receive a liberal arts education. Please review details of the Integrations Curriculum (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/integrations-curriculum/>) requirements here (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/integrations-curriculum/>).

Graduation Requirements:

In addition to the Integrations Curriculum, all undergraduate students must meet the following minimum degree requirements to earn their degree from CSB and SJU.

Credits: 124 total credits, 40 of which must be from upper division coursework

GPA: 2.0 or higher*

Residency: At least 24 of your last 32 credits must be completed at CSB/SJU

Please visit Graduation (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/graduation/>) under the Academic Policies and Regulations (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/>) portion of the catalog for additional details regarding degree requirements.

* Cumulative GPA as well as major(s)/minor(s) GPA. Please note some majors/minors may require a higher GPA to earn their degree.

Four Year Plan

The following is an example of how a student could complete the major. Courses may be taken in another order.

Course	Title	Hours
First Year		
Fall		
INTG 100	Foundations	4
INTG 105	College Success	1
Language 111		4
Way of Thinking		4
COMM 105	Introduction to Human Communication	4
Hours		17
Spring		
CSD: Identity		4
Language 112		4
THEO 100	Theological Explorations	4
COMM 102	Public Speaking and the Public Sphere	4
Hours		16
Second Year		
Fall		
Language 211		4
Elective		4
COMM 103	Media and Society	4
Thematic Encounter - not COMM		4
Hours		16
Spring		
Way of Thinking		4
COMM Message Design		4
COMM 2XX Elective with BN		4

300-level Advocacy and Leadership course		4
Hours		16
Third Year		
Fall		
Way of Thinking		4
Elective		4
Elective		4
COMM Analysis Course 3@@		4
Hours		16
Spring		
CSD: Systems		4
COMM 3@@		4
COMM 2@@-3@@ Thematic Focus		4
Elective 3@@		4
Hours		16
Fourth Year		
Fall		
Theological Integrations		4
COMM 3@@ Communication & Community		4
COMM 3@@ Elective		4
Elective		4
Hours		16
Spring		
INTG 300	Learning Integrations	4
COMM Capstone 3@@		4
Elective 3@@		4
Internship 3@@		4
Hours		16
Total Hours		129