

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

Requirements

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 316 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

Communication and Community (at least 4 credits of the following)

Code	Title	Hours
COMM 312	Rhetorical Dimensions of Sport	4
COMM 314	Public Health Marketing	4
COMM 330	Apology and Crisis Communication	4

Additional Approved Strategic Communication Studies Electives

Code	Title	Hours
COMM courses		
COMM 304	Political Communication	4
COMM 310	Black Civil Rights Rhetoric	4
COMM 342	Communication in an AI Era	4
COMM 350	Intercultural Communication	4
COMM 350A	Intercultural Communication	4
COMM 351	Gender and Communication	4
COMM 367	Organizational Communication	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

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

2 Strategic Communication Studies Major with a PR, Advertising, and Marketing Concentration

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