

# STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, 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     |
|---|--|-----------|
| <b>Freshman</b>                           |  |           |
| <b>Fall</b>                               |  |           |
| ENGL 1113                                 | Composition I  | 3         |
| MATH 1483<br>or MATH 1513                 | Mathematical Functions and Their Uses (A)<br>or College Algebra (A)  | 3         |
| General Education courses                 |  | 8         |
| <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         |
| General Education courses                 |  | 9         |
| <b>Hours</b>                              |  | <b>15</b> |
| <b>Spring</b>                             |  |           |
| MC 2023                                   | Electronic Communication   | 3         |
| College and Elective courses              |  | 12        |
| <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         |
| Major, College, and Elective courses      |  | 6         |
| <b>Hours</b>                              |  | <b>15</b> |
| <b>Spring</b>                             |  |           |
| SC 3383                                   | Strategic Communications Management and Strategies   | 3         |
| SC 4013                                   | Media and Markets  | 3         |
| MC 4143                                   | Ethics and Issues in Mass Communications   | 3         |
| 3 hrs Upper-Division MKTG course          |  | 3         |
| Major, College, and Elective courses      |  | 3         |
| <b>Hours</b>                              |  | <b>15</b> |
| <b>Senior</b>                             |  |           |
| <b>Fall</b>                               |  |           |
| SC 3953                                   | Research Methods for Strategic Communicators   | 3         |

|                                      |  |            |
|--------------------------------------|--|------------|
| SC 3603<br>or SC 4493                | Copywriting and Creative Strategy<br>or Strategic Writing for Content Creation | 3          |
| MC 4163                              | Mass Communication Law   | 3          |
| Major, College, and Elective courses |  | 6          |
| <b>Hours</b>                         |  | <b>15</b>  |
| <b>Spring</b>                        |  |            |
| SC 4843<br>or SC 4980                | Strategic Communication Campaigns<br>or Advertising Competitions               | 3          |
| Major, College, and Elective courses |  | 12         |
| <b>Hours</b>                         |  | <b>15</b>  |
| <b>Total Hours</b>                   |  | <b>120</b> |