

# STRATEGIC COMMUNICATION: ENTERTAINMENT MEDIA, BA

## 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 or MATH 1513	Mathematical Functions and Their Uses (A) or College Algebra (A)	3
General Education courses		9
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
ENGL 1213	Composition II	3
STAT 2013 or STAT 2053 or STAT 2023	Elementary Statistics (A) or Elementary Statistics for the Social Sciences (A) or Elementary Statistics for Business and Economics (A)	3
1713 First Semester Foreign Language		3
General Education courses		6
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
1813 Second Semester Foreign Language		3
General Education courses		12
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
2000-level Foreign Language		3
College and Elective courses		12
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
SC 2183	Introduction to Strategic Communications	3
MC 2003	Mass Media Style and Structure	3
MC 2023	Electronic Communication	3
SC 3043	Entertainment in the Media (F)	3
Major, College, and Elective courses		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
MMJ 3153	Fundamentals of Video and Studio Production	3
SC 3353	Persuasive Writing for Strategic Communicators	3
SC 3753	Graphic Design for Strategic Communication	3
SC 3443	Social Media (Sp)	3
Major, College, and Elective courses		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
SC 4013	Media and Markets	3
MMJ 4960 or MMJ 4573	Live Field Production or Broadcast Documentary	3
MC 4163	Mass Communication Law	3

Major, College, and Elective courses		6
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
SC 4743	Entertainment Media Campaigns (Sp)	3
MC 4143	Ethics and Issues in Mass Communications	3
Major, College, and Elective courses		9
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>