|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University - Jonesboro** | | | | | | | | |
| **Bachelor of Science** | | | | | | | | |
| **Major: Strategic Communication, Advertising Emphasis** | | | | | | | | |
| **2017-2018** | | | | | | | | |
|  | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters.  Developmental courses do not count toward total degree hours.  **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions.   In most cases, general education courses may be interchanged between semesters.**    A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.  Mandatory state and institutional assessment exams will be required during your degree program.  ***Failure to participate in required assessments may delay graduation.*** | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| UC 1103 | FYE | 3 |  |  | COMS 1203 | Oral Communications | 3 |  |
| CMAC 1103 | Mass Com. In Modern Society | 3 |  |  | ENG 1023 | Composition II | 3 |  |
| ENG 1103 | Composition 1 | 3 |  |  | ART, MUS, or THEA | Social Science Gen Ed Requirement | 3 |  |
| MATH 1023 or MATH 1043 | College Algebra | 3 |  |  | SHSC 1203 | Phys Science or Alternative | 3 |  |
| BIOL 1003 | Biology or Alternative | 3 |  |  | PHSC 1201 | Physical Science Lab | 1 |  |
| BIOL 1101 | Biology Lab | 1 |  |  |  |  |  |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| College Elective/ Specialization | Any Level | 3 |  |  | CMAC 2003 | Media Writing | 3 | CMAC 1001 |
| CMAC 1001 | Media Grammar and Style | 1 |  |  | AD 3023 | Principles of Advertising | 3 |  |
| HIST 2763, HIST 2774, or POSC 2103 |  | 3 |  |  | College Elective/ Specialization | Any Level | 3 |  |
| ENG 2003, ENG 2013, or PHIL 1103 |  | 3 |  |  | MINOR | Any Level | 3 |  |
| MINOR | Any Level | 3 |  |  | ELECTIVE | Any Level | 3 |  |
| ELEECTIVE | Any Level | 3 |  |  |  |  |  |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| PR 3003 or PR 4113 | Principles of PR or Integrated Marketing Communication | 3 | AD 3023 |  | PRAD 3553 or PRAD 4213 | Strategic Visual Communication | 3 | CMAC 2053 |
| PRAD 3143 | Strategic Writing | 3 | CMAC 2003, AD 3023 |  | AD 4003 or COMS 3363 | Acct Planning & Mgt or Communication Research | 3 |  |
| CMAC 4073 | Com. Law & Ethics | 3 |  |  | COLLEGE ELECTIVE/ Specialization | Any Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
|  |  |  |  |  |  |  |  |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| AD 3033 | Ad Elements & Execution | 3 | CMAC 2003, AD 3023 |  | PRAD 4753 OR PRAD 4763 | Strategic Communication Case Studies or Strategic Communication Campaigns | 3 | AD 3033, AD 4003 or COMS 3363, PRAD 3143 |
| AD 3333 | Media & Ad Sales | 3 |  |  | COLLEGE ELECTIVE | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | COLLEGE ELECTIVE | Any Level | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Jr/Sr Hours** | | **57** |  |  | **Total Degree Hours** | | **123** |  |
|  |  |  |  |  |  |  |  |  |