Code # Enter text…

**Bulletin / Banner Change Transmittal Form**

**[X ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

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| Lisa Moskal | 12/5/2016 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Marceline Hayes | 12/12/2016 |

**Department Chair:**  |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (If applicable)**   |
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| Lillie M. Fears | 12/5/2016 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Deborah Chappel Traylor | 12/6/2016 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Myleea Hill

mhill@astate.edu

(870) 972-2290

**2.Proposed Change**

Remove CMAC2053 and CMAC 3001 from College of Media and Communication core so that they are no longer degree requirements for Bachelor of Arts in Communication Studies and Bachelor of Science in Strategic Communication degrees.

**3.Effective Date**

Summer 2017

**4.Justification –** *Please provide details as to why this change is necessary.*

While the transmittal form for a new course proposal for MCOM 2053 clearly called for a lab, the former College of Media and Communication did not institute a lab associated with the course but instead offered voluntary Friday afternoon workshops that not all students could attend. The result is that students in the Department of Communication degrees of communication studies and strategic communication are not being provided with skills that were intended when the course was added to the core.

CMAC 3001 is repetitive with other courses in the degrees.

Additionally, there is no longer a College of Media and Communication, necessitating a change in the bulletin listing.

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font). - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)*You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.**Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

**College of Media and Communication**

*Professor Carl Cates, Dean*

The College of Media and Communication offers students the opportunity to combine the best of a broad education in the liberal arts and sciences with the academic and professional preparation required in the wide variety of fields in communications. The college offers four baccalaureate degrees through two departments: The Media Department offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production, and the Communication Department offers a Bachelor of Science in Strategic Communication and a Bachelor of Arts in Communication Studies. The three Bachelor of Science degrees are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Studies in the college allow students to learn to gather, organize, synthesize and communicate information professionally in a democratic, multi-cultural society. They learn to think critically and com­municate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, advertising, photojournalism, graphic communications, web and multimedia production and design or health communication. Students also find communications courses excellent preparation for graduate work and the study of law.

The College of Media and Communication offers students opportunities to apply what they learn in a variety of campus and national student organizations, including: The Herald, ASU-TV, the ASU Debate Team, American Advertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the National Association of Black Journalists, the As­sociation of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

The three Bachelor of Science degrees (Multimedia Journalism, Creative Media Production and Strategic Communication) adhere to the learning outcomes espoused by the Accrediting Council on Education in Journalism and Mass Communication. Graduates of these programs should be aware of certain core values and competencies and should be able to:

**THINK**

We promote problem solving by enhancing students’ ability to:

• think critically, creatively and independently;

• think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;

• understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.

• understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE**

We promote strong communication skills by demanding students:

• write correctly and clearly in forms and styles appropriate for the communications profes­sions, audiences and purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, ap­propriate style and grammatical correctness;

• apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

• communicate effectively using words and images for multiple platforms, ranging from interpersonal to digital media.

The bulletin can be accessed at [http://www.astate.edu/a/registrar/students/](http://www.astate.edu/a/registrar/students/%20) 280

**BE PROFESSIONAL**

We promote professional behavior and integrity by reinforcing these principles

• understanding the principles and laws of freedom of speech and press and how they are applied nationally and internationally;

• understanding the history and role of professionals and institutions in shaping communica­tions;

• understanding the professional ethical principles and working ethically in pursuit of truth, accuracy, fairness and diversity;

**DEGREE REQUIREMENTS**

In addition to meeting the general requirements, candidates for the Bachelor of Science degree in Multimedia Journalism, Creative Media Production, and Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.

2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.

3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.

4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.

5. Complete an exit survey and submit a resume prior to graduation.

6. Present for faculty review a portfolio website that meets specified requirements

**~~COLLEGE OF MEDIA AND COMMUNICATION CORE COURSES~~**

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| --- | --- |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~CMAC 2053, Introduction to Visual Communications~~  | ~~3~~  |
| ~~CMAC 3001, Professional Seminar~~  | ~~1~~  |
| **~~Total Required Hours:~~**  | **~~4~~**  |

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 **Department of Communication**

*Associate Professor Marceline Hayes, Chair*

**Professors:** *Fowler*

**Associate Professors:** *Hall, Hill, Pan*

**Assistant Professors:** *Clark, Harper, Randle*

**Instructors:** *Moskal, Scott, Thatcher*

 The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. Students can emphasize in advertising or public rela­tions in the Strategic Communication Program. Students may choose an optional emphasis in public communication, interpersonal communication, or organizational communication in the Communication Studies program.

**COMMUNICATION STUDIES PROGRAM:**

 Communication Studies focuses on the ways that people make use of both verbal and nonverbal messages to generate meanings within various contexts, cultures, and media. Since 75% of a person’s day is spent communicating in some way, the importance of being able to communicate clearly cannot be overemphasized. Communication skills are essential to personal satisfaction and academic success, as well as employment.

 Courses provide a strong theoretical foundation in communication as well as an emphasis on improvement in practical communication skills. Majors in Communication Studies have the flexibility to focus on specific areas of interest while obtaining a thorough understanding of communication. Students may also choose to become involved with departmental activities such as the debate team or Lambda Pi Eta, the national honor society for communication students.

**STRATEGIC COMMUNICATION PROGRAM:**

Strategic Communication uses public relations, advertising, social media, and organizational com­munication to build mutually beneficial relationships with key stakeholders. Effective organizations use strategic communication to help achieve their goals and objectives and recognize that groups inside and outside the organizations are critical to their success. Communication is strategic when it uses research and evaluation to determine how goals and objectives are effectively reached.

Students graduating from this program will know and understand how to use advertising, public relations, social media, branding, crisis communication, media relations, research methods and evalu­ation tools to help organizations communicate with their publics. They will be prepared to work for companies big and small, governmental agencies, and nonprofit organizations such as universities, hospitals, museums and NGOs.

Students earning a Bachelor of Science in Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.

2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.

3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.

4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.

5. Complete an exit survey and submit a resume prior to graduation.

6. Present for faculty review a portfolio website that meets specified requirements

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

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**Major in Communication Studies**

**Bachelor of Arts**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~(See Beginning of Media and Communication Section)~~  | **~~4~~**  |
| **Major Requirements:**  | **Sem. Hrs.**  |
| COMS 2313, Communication Theory  | 3  |
| COMS 2243, Principles of Argumentation  | 3  |
| COMS 2373, Introduction to Interpersonal Communication  | 3  |
| COMS 3363, Communication Research Methods  | 3  |
| **Communication Studies Electives (21 hours required - 18 hours must be upper-level)**AD 3023, Principles of Advertising COMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of Persuasion COMS 3253, Principles of Listening COMS 3373, Gender Communication COMS 3433, Communication Criticism COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special Problems COMS 4323, Communication in Personal Relationships COMS 4373, Conflict Resolution COMS 4383, Computer Mediated Communication COMS 4403, Health Communication COMS 4423, Narratives in Health and Healing PR 3003, Principles of Public Relations PR 4603, Crisis Communication  | **21**  |
| **Sub-total**  | **33** |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **49** |
| **Total Required Hours:**  | **120** |

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/> 292

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Interpersonal Communication**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~(See Beginning of Media and Communication Section)~~  | **~~4~~** |
| **Major Requirements:**  | **Sem. Hrs.**  |
| COMS 2313, Communication Theory  | 3  |
| COMS 2243, Principles of Argumentation  | 3  |
| COMS 2373, Introduction to Interpersonal Communication  | 3  |
| COMS 3363, Communication Research Methods  | 3  |
| **Communication Studies Electives (6 hours must be upper-level)** AD 3023, Principles of Advertising COMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of Persuasion COMS 3253, Principles of Listening COMS 3373, Gender Communication COMS 3433, Communication Criticism COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special Problems COMS 4323, Communication in Personal Relationships COMS 4373, Conflict Resolution COMS 4383, Computer Mediated Communication COMS 4403, Health Communication COMS 4423, Narratives in Health and Healing PR 3003, Principles of Public Relations PR 4603, Crisis Communication  | 9 |
| **Sub-total**  | 21  |
| **Emphasis Area (Interpersonal Communication):**  | **Sem. Hrs.**  |
| COMS 4243, Interpersonal Communication  | 3  |
| COMS 4323, Communication in Personal Relationships  | 3  |
| COMS 4373, Conflict Resolution  | 3  |
| COMS 4403, Seminar in Health Communication  | 3  |
| **Sub-total**  | **12**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **49** |
| **Total Required Hours:**  | **120** |

*The bulletin can be accessed at* [*http://www.astate.edu/a/registrar/students/*](http://www.astate.edu/a/registrar/students/)293

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Organizational Communication**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs~~.**  |
| ~~(See Beginning of Media and Communication Section)~~  | **~~4~~**  |
| **Major Requirements:**  | **Sem. Hrs.**  |
| COMS 2313, Communication Theory  | 3  |
| COMS 2243, Principles of Argumentation  | 3  |
| COMS 2373, Introduction to Interpersonal Communication  | 3  |
| COMS 3363, Communication Research Methods  | 3  |
| **Communication Studies Electives (6 hours must be upper-level)** AD 3023, Principles of Advertising COMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of Persuasion COMS 3253, Principles of Listening COMS 3373, Gender Communication COMS 3433, Communication Criticism COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special Problems COMS 4323, Communication in Personal Relationships COMS 4373, Conflict Resolution COMS 4383, Computer Mediated Communication COMS 4403, Health Communication COMS 4423, Narratives in Health and Healing PR 3003, Principles of Public Relations PR 4603, Crisis Communication  | 9 |
| **Sub-total**  | **21** |
| **Emphasis Area (Organizational Communication):**  | **Sem. Hrs.**  |
| COMS 3203, Business and Professional Communication  | 3  |
| COMS 4203, Small Group Communication  | 3  |
| COMS 4263, Organizational Communication  | 3  |
| COMS 4443, Leadership and Communication  | 3  |
| **Sub-total**  | **12**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **49** |
| **Total Required Hours:**  | **120** |

*The bulletin can be accessed at* [*http://www.astate.edu/a/registrar/students/*](http://www.astate.edu/a/registrar/students/) *294*

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Public Communication**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~(See Beginning of Media and Communication Section)~~  | **~~4~~**  |
| **Major Requirements:**  | **Sem. Hrs.**  |
| COMS 2313, Communication Theory  | 3  |
| COMS 2243, Principles of Argumentation  | 3  |
| COMS 2373, Introduction to Interpersonal Communication  | 3  |
| COMS 3363, Communication Research Methods  | 3  |
| **Communication Studies Electives (6 hours must be upper-level)** AD 3023, Principles of Advertising COMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of Persuasion COMS 3253, Principles of Listening COMS 3373, Gender Communication COMS 3433, Communication Criticism COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special Problems COMS 4323, Communication in Personal Relationships COMS 4373, Conflict Resolution COMS 4383, Computer Mediated Communication COMS 4403, Health Communication COMS 4423, Narratives in Health and Healing PR 3003, Principles of Public Relations PR 4603, Crisis Communication  | 9 |
| **Sub-total**  | **21**  |
| **Emphasis Area (Public Communication):**  | **Sem. Hrs.**  |
| COMS 3243, Principles of Persuasion  | 3  |
| COMS 3433, Communication Criticism  | 3  |
| COMS 4253, Intercultural Communication  | 3  |
| COMS 431V, Special Problems  | 3  |
| **Sub-total**  | **12**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **49** |
| **Total Required Hours:**  | **120** |

*The bulletin can be accessed at* [*http://www.astate.edu/a/registrar/students/*](http://www.astate.edu/a/registrar/students/)295

**Major in Strategic Communication**

**Bachelor of Science**

**Emphasis in Advertising**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~(See Beginning of Media and Communication Section)~~  | **~~4~~**  |
| **Major Requirements:**  | **Sem. Hrs.**  |
| AD 4003, Account Planning & Management **OR** COMS 3363, Communication Research  | 3  |
| CMAC 1001, Media Grammar and Style  | 1  |
| CMAC 2003, Media Writing  | 3  |
| CMAC 4073, Communications Law and Ethics  | 3  |
| PRAD 3143, Strategic Writing  | 3  |
| PRAD 4753, Strategic Communication Case Studies **OR** PRAD 4763, Strategic Communication Campaigns  | 3  |
| **Sub-total**  | **16**  |
| **Communications Electives or Specialization:**  | **Sem. Hrs.**  |
| Communications Electives/Specializations (see advisor for additional information)  | **12** |
| **Emphasis Area (Advertising):**  | **Sem. Hrs.**  |
| AD 3023, Principles of Advertising  | 3  |
| AD 3033, Advertising Elements and Execution  | 3  |
| AD 3333, Media Advertising and Sales  | 3  |
| PR 3003, Public Relations Principles **OR** PR 4113, Integrated Marketing Communications  | 3  |
| PRAD 3553, Strategic Visual Communications **OR** PRAD 4213, Social Media in Strategic Communications  | 3  |
| **Sub-total**  | **15**  |
| **Minor:**  | **Sem. Hrs.**  |
| *Must be outside of the College of Media and Communication and approved by advisor.*  | **18-21**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **17-21**  |
| **Total Required Hours:**  | **120** |

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**Major in Strategic Communication**

**Bachelor of Science**

**Emphasis in Public Relations**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~(See Beginning of Media and Communication Section)~~  | **~~4~~** |
| **Major Requirements:**  | **Sem. Hrs.**  |
| AD 4003, Account Planning & Management **OR** COMS 3363, Communication Research  | 3  |
| CMAC 1001, Media Grammar and Style  | 1  |
| CMAC 2003, Media Writing  | 3  |
| CMAC 4073, Communications Law and Ethics  | 3  |
| PRAD 3143, Strategic Writing  | 3  |
| PRAD 4753, Strategic Communication Case Studies **OR** PRAD 4763, Strategic Communication Campaigns  | 3  |
| **Sub-total**  | **16**  |
| **Communications Electives or Specialization:**  | **Sem. Hrs.**  |
| Communications Electives/Specializations (see advisor for additional information)  | **12** |
| **Emphasis Area (Public Relations):**  | **Sem. Hrs.**  |
| AD 3023, Principles of Advertising **OR** PR 4113, Integrated Marketing Communications  | 3  |
| PR 3003, Principles of Public Relations  | 3  |
| PR 3013, Public Relations Tools & Techniques  | 3  |
| PR 4013, Public Relations Practicum and Professional Development  | 3  |
| PRAD 3553, Strategic Visual Communications **OR** PRAD 4213, Social Media in Strategic Communications  | 3  |
| **Sub-total**  | **15**  |
| **Minor:**  | **Sem. Hrs.**  |
| *Must be outside of the College of Media and Communication and approved by advisor.*  | **18-21**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **17-21** |
| **Total Required Hours:**  | **120** |

*The bulletin can be accessed at* [*http://www.astate.edu/a/registrar/students/*](http://www.astate.edu/a/registrar/students/)297

Major in Strategic Communication

**Bachelor of Science**

**Emphasis in Social Media Management**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 83) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **~~College of Media and Communication Core Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~(See Beginning of Media and Communication Section)~~  | **4**  |
| **Major Requirements:**  | **Sem. Hrs.**  |
| AD 4003, Account Planning & Management **OR** COMS 3363, Communication Research  | 3  |
| CMAC 1001, Media Grammar and Style  | 1  |
| CMAC 2003, Media Writing  | 3  |
| CMAC 4073, Communications Law and Ethics  | 3  |
| PRAD 3143, Strategic Writing  | 3  |
| PRAD 4753, Strategic Communication Case Studies **OR** PRAD 4763, Strategic Communication Campaigns  | 3  |
| **Sub-total**  | **16**  |
| **Communications Electives or Specialization:**  | **Sem. Hrs.**  |
| COMS 4263 Organizational Communication **OR** MDIA 3373 Introduction to Internet Communications  | 3  |
| Communications Electives/Specializations (see advisor for additional information)  |  9 |
| **Sub-total**  | **12** |
| **Emphasis Area (Social Media Management):**  | **Sem. Hrs.**  |
| AD 3023, Principles of Advertising **OR** PR 4113, Integrated Marketing Communications  | 3  |
| AD 3133, Interactive Advertising  | 3  |
| AD 4333, Social Media Measurement  | 3  |
| PR 3003, Principles of Public Relations  | 3  |
| PRAD 4213, Social Media in Strategic Communications  | 3  |
| **Sub-total**  | **15**  |
| **Minor:**  | **Sem. Hrs.**  |
| *Must be outside of the College of Media and Communication and approved by advisor.*  | **18**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **21** |
| **Total Required Hours:**  | **120** |

*The bulletin can be accessed at* [*http://www.astate.edu/a/registrar/students/*](http://www.astate.edu/a/registrar/students/)298