



BS Strategic Communication

SCHEDULE OF CLASSES

"X" or CRN indicates course is scheduled to be offered

REQUIRED COURSES

Fall Term 1

Fall Term 2

Spring Term 1

Spring Term 2

Summer
Term 1

Summer
Term 2

Major Requirements

STCM	2143	Strategic Writing I	X		X		X	
STCM	3043	Principles of Strategic Communication	X			X		
STCM	3133	Interactive Advertising			X			X
STCM	3143	Strategic Writing II*		X		X		X
STCM	3553	Strategic Visual Communication*	X			X		
STCM	4003	Account Planning & Management			X			X
STCM	4073	Strategic Communication Law & Ethics		X			X	
STCM	4213	Social Media in Strategic Communications	X			X		
STCM	4333	Social Media Measurement		X			X	
STCM	4573	Strategic Communication Case Studies*	X		X			
STCM	4773	Internship		X		X		X

Program Required General Education

CMAC	1003	Mass Comm in Modern Society	X		X			
COMS	1203	Oral Communication	X		X		X	

Media/Comm Electives

		Communication Studies						
COMS	4263	Organizational Communications		X				
COMS	4383	Computer Mediated Communications					X	
COMS	2373	Intro to Interpersonal Comm	X					
COMS	3363	Comm Research Methods	X					
COMS	4243	Interpersonal Comm				X		
COMS	4253	Intercultural Comm				X		
COMS	4403	Seminar in Health Comm						
		Media						
MDIA	2033	Writing for Creative Media						X
MDIA	3323	Media Analytics & Data Visualization						X
MEIA	2023	Media Aesthetics						
MDIA	3443	Media Ministry						
		Media & Communication						
GCOM	1813	Intro to Digital Publishing	X					
GCOM	3673	Desktop Publishing	X			X		

Note: If you have problems or questions regarding registration, please email this program's academic advisor with your student ID number, Aubrie Burnette (auburnette@astate.edu)

WEBCAM MAY BE REQUIRED FOR SOME COURSES SEE SYLLABUS FOR INFORMATION