



Bachelor of Science in Strategic Communications

Problems Or Questions Regarding Registration? Please Email Us At OnlineAdvising@astate.edu

Must Have 35 Hours of General Education Courses for a Bachelor's Degree at Arkansas State University

X = Offered Every Year

XE = Offered "Even" Years (e.g. 2022, 2024 etc.)

XO = Offered "Odd" Years (e.g. 2023, 2025 etc.)

			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 Comms	X			X		
STCM	4333	Social Media Measurement		X			X	
STCM	4753	Strategic Communication Case Studies	X		X		X	
STCM	4773	Internship		X		X		X
PROGRAM REQUIRED GENERAL EDUCATION								
COMS	1203	Oral Communication	X		X		X	
MDIA	1003	Mass Comm in Modern Society	X		X		X	



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ELECTIVES								
COMS	2373	Intro to Interpersonal Comm				X		
COMS	3203	Business & Professional Comm			X			
COMS	3363	Comm Research Methods	X					
COMS	4243	Interpersonal Communications		X				
COMS	4253	Intercultural Communications			X			
COMS	4263	Organizational Communications	X					
COMS	4383	Computer Mediated Communications						X
COMS	4403	Seminar in Health Communications		X				
GCOM	1813	Digital Publishing I	X					
GCOM	3673	Desktop Publishing	X			X		
MDIA	2023	Media Aesthetics	X					
MDIA	2033	Writing for Creative Media						X
MDIA	3323	Media Analytics & Data Visualization						X
MDIA	3443	Media Ministry		X				
STCM	3003	Principles of Public Relations	X					
STCM	4503	Seminar for Non-Profit Communications				X		



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BACHELOR SCIENCE STRATEGIC COMMUNICATIONS PREREQUISITES

STCM	Course Number	Course Title	Prerequisites
STCM	3143	Strategic Writing II	STCM 2143 & STCM 3003; STCM 3023 or STCM 3043
STCM	4073	Strategic Communication Law & Ethics	ENG 1013
STCM	4753	Strategic Communication Case Studies	COMS 3363 or STCM 4003; STCM 3143; Instructor Permission
STCM	4773	Internship	STCM 3143; STCM 3553 or STCM 4213; Department Approval

SOCIAL MEDIA MANAGEMENT CERTIFICATE

REQUIRED COURSES (12 Hours)

STCM	Course Number	Course Title	Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
STCM	3133	Interactive Advertising			X			X
STCM	3553	Strategic Visual Communications	X			X		
STCM	4213	Social Media in Strategic Comms	X			X		
STCM	4333	Social Media Measurement		X			X	

NONPROFIT COMMUNICATION CERTIFICATE

REQUIRED COURSES (12 Hours)

Course	Course Number	Course Title	Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
COMS	4263	Organizational Communication	X					
STCM	3553	Strategic Visual Communication	X			X		
STCM	4213	Social Media in Strategic Communication	X			X		
STCM	4503	Seminar in Nonprofit Communication				X		



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PUBLIC RELATIONS & ADVERTISING CERTIFICATE

REQUIRED COURSES (15 Hours)

STCM	Course Number	Course Name	Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
STCM	2143	Strategic Writing I	X		X		X	
STCM	3043	Principles of Strategic Communication	X			X		
STCM	3333	Advertising Strategy & Sales		X				
STCM	3003	Principles of Public Relations	X					
STCM	4603	Crisis Communication					X	