|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University - Jonesboro** | | | | | | | | |
| **Bachelor of Science** | | | | | | | | |
| **Major:  Strategic Communication, Social Media 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 |  |  | ART, MUS, or THEA 2503 |  | 3 |  |
| **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** | **Gen Ed** |
| College Elective/Specialization | College Elective/Specialization | 3 |  |  | CMAC 2003 | Media Writing | 3 |  |
| CMAC 1001 | Media Grammar and Style | 1 |  |  | PR 3003 | Principles of Public Relations | 3 |  |
| HIST 2763, HIST 2774, or POSC 2103 |  | 3 |  |  | AD 3133 | Interactive Advertising | 3 |  |
| ENG 2003, ENG 2013, or PHIL 1103 |  | 3 |  |  | Minor | Minor | 3 |  |
| Minor | Minor | 3 |  |  | ELECTIVE | Any Level | 3 |  |
| ELECTIVE | Any Level | 3 |  |  |  |  |  |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| AD 3023 or PR 4113 | Principles of Advertising or Integrated Marketing Communication | 3 |  |  | PRAD 4213 | Social Media | 3 |  |
| PRAD 3143 | Strategic Writing | 3 |  |  | PRAD 3553 | Strategic Visual Comm | 3 |  |
| CMAC 4073 | Com. Law & Ethics | 3 |  |  | AD 4333 | Social Media Measurement | 3 |  |
| MKTG 3013 | Marketing | 3 |  |  | MKTG MINOR | Upper Level | 3 |  |
| College Elective/Specialization | 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** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| AD 4003 or COMS 3363 | Acct Planning & Mgt or Communication Research | 3 | CMAC 2003, AD 3023 |  | PRAD 4753 or PRAD 4763 | Strategic Communication Case Studies OR Strategic Communication Campaigns | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | COMS 4263 OR  MDIA 3373 | Organizational Communication OR Introduction to Internet Communications | 3 |  |
| Minor | Minor | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| Minor | Minor | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | College Elective/Specialization | Upper Level | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Jr/Sr Hours** | | **58** |  |  | **Total Degree Hours** | | **123** |  |
|  |  |  |  |  |  |  |  |  |