

Major in Strategic Communication - Bachelor of Science

Emphasis in Advertising

University Requirements:		
See University General Requirements for Baccalaureate degrees (p. 41)		<input type="checkbox"/>
First Year Making Connections Course:	Sem. Hrs.	
UC 1013, Making Connections	3	<input type="checkbox"/>
General Education Requirements:	Sem. Hrs.	
See General Education Curriculum for Baccalaureate degrees (p. 84)	35	<input type="checkbox"/>
<p>Students with this major must take the following: <i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i></p>		
Major Requirements:	Sem. Hrs.	
AD 4003, Account Planning & Management OR COMS 3363, Communication Research	3	<input type="checkbox"/>
CMAC 1001, Media Grammar and Style	1	<input type="checkbox"/>
CMAC 2003, Media Writing	3	<input type="checkbox"/>
CMAC 4073, Communications Law and Ethics	3	<input type="checkbox"/>
PRAD 3143, Strategic Writing	3	<input type="checkbox"/>
PRAD 4753, Strategic Communication Case Studies OR PRAD 4763, Strategic Communication Campaigns	3	<input type="checkbox"/>
Sub-total	16	<input type="checkbox"/>
Communications Electives or Specialization:	Sem. Hrs.	
Communications Electives/Specializations (see advisor for additional information)	12	<input type="checkbox"/>
Emphasis Area (Advertising):	Sem. Hrs.	
AD 3023, Principles of Advertising	3	<input type="checkbox"/>
AD 3033, Advertising Elements and Execution	3	<input type="checkbox"/>

AD 3333, Media Advertising and Sales	3	<input type="checkbox"/>
PR 3003, Public Relations Principles OR PR 4113, Integrated Marketing Communications	3	<input type="checkbox"/>
PRAD 3553, Strategic Visual Communications OR PRAD 4213, Social Media in Strategic Communications	3	<input type="checkbox"/>
Sub-total	15	<input type="checkbox"/>
Minor:	Sem. Hrs.	
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21	<input type="checkbox"/>
Electives:	Sem. Hrs.	
Electives	18-21	<input type="checkbox"/>
Total Required Hours:	120	