

**AS IN LIBERAL ARTS & SCIENCES TO BS IN STRATEGIC COMMUNICATION**

Campus	ASU Beebe		A-State	Hours
ASU Beebe	English Composition	ENG 1003 Freshman English I	ENG 1003 Composition I	3
		ENG 1013 Freshman English II	ENG 1013 Composition II	3
		SPCH 1203 Oral Communication	COMS 1203 Oral Communication	3
	Mathematics	MATH 1023 College Algebra	MATH 1023 College Algebra	3
		MATH 1043 Quantitative Literacy	MATH 1043 Quantitative Reasoning	
	Life Science	BIO 1004 Biology for General Education	BIOL 1003/1001 Biological Science/Lab	4
		BIOL 1014 Principles of Biology	BIOL 1003/1001 Biological Science/Lab	
		BIO 2014 Microbiology	BIOL 2103/2101 Microbiology for Nursing/Lab	
		ZOO 2004 Human Anatomy & Physiology	BIO 2203/2201 Human Anatomy and Physiology I/Lab	
		BIOL 1024 Ecology	BIOL 1063 People and the Environment	
	Physical Science	CHEM 1014 General Chemistry I	CHEM 1013/1011 General Chemistry I/Lab	4
		PHSC 1204 Physical Science	PHSC 1203/1201 Physical Science/Lab	
		PHSC 1304 Earth Science	PHYS SCI GEN ED	
		PHYS 2054 General Physics I	PHYS 2054 General Physics I	
		PHYS 2074 University Physics I	PHYS 2034 University Physics I	
	US History/Government	POSC 2103 Intro to U.S. Government	POSC 2103 Intro to US Government	3
		HIST 2763 The U.S. to 1876	HIST 2763 The United States to 1876	
		HIST 2773 The U.S. since 1876	HSIT 2773 The United States since 1876	
	Social Science	Choose 3 hours	Social Science Gen Ed	3
	Literature	ENG 2003 World Literature I	ENG 2003 World Literature to 1660	3
		ENG 2013 World Literature II	ENG 2013 World Literature Since 1660	
	Fine Arts	THEA 2503 Fine Arts-Theatre	THEA 2503 Fine Arts Theatre	3
		MUS 2503 Fine Arts-Music	MUS 2503 Fine Arts Music	
		ART 2503 Fine Arts-Visual	ART 2503 Fine Arts Visual	
	World History	HIST 1013 World Civilization to 1660	HIST 1013 World Civilization to 1660	3
HIST 1023 World Civilization since 1660		HIST 1023 World Civilization since 1660		
Directed Electives	General Electives	Electives	25	
A-State	Major Requirements		STCM 3133 Interactive Advertising	3
			STCM 4003 Account Planning & Management	3
			STCM 4333 Social Media Measurement	3
			STCM 2143 Strategic Writing I	3
			STCM 3043 Principles of Strategic Communication	3
			STCM 3143 Strategic Writing II	3
			STCM 3553 Strategic Visual Communication	3
			STCM 4073 Strategic Communication Law and Ethics	3
			STCM 4213 Social Media in Strategic Communication	3
			STCM 4753 Strategic Communication Case Studies	3
			STCM 4763 Strategic Communication Campaigns	
			STCM 4773 Internship	3
			Electives in Media and/or Communication	9
		Electives*		Electives

\*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19