

ASSOCIATE IN ARTS TO BS IN STRATEGIC COMMUNICATION

Campus	ASU Mountain Home		A-State	Hours
ASU Mountain Home	English Composition	ENG 1003 Composition I	ENG 1003 Composition I	3
		ENG 1013 Composition II	ENG 1013 Composition II	3
	Mathematics	MATH 1023 College Algebra	MATH 1023 College Algebra	3
		MATH 1043 Quantitative Literacy	MATH 1043 Quantitative Reasoning	
	Life Science	BIOL 1004 Biology Science & Lab	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	CHEM 1014 College Chemistry I and Lab	CHEM 1013/1011 General Chemistry II/Lab	4
		PHYS 1204 Physical Science and lab	PHSC 1203/1201 Physical Science/Lab	
		PHYS 2054 General Physics I	PHYS 2054 General Physics I	
		GEOL 1004 Physical Geology and Lab	GEOL 1003/ 1001 Environmental Geology/Lab	
	US History/Government	HIST 2773 The U.S. since 1876	HIST 2773 The United States since 1876	3
		POSC 2103 U.S. Government	POSC 2103 Intro to US Government	
		HIST 2763 The U.S. to 1876	HIST 2763 The United States to 1876	
	Humanities	ENG 2003 World Literature to 1660	ENG 2003 World Literature to 1660	3
		ENG 2013 World Literature since 1660	ENG 2013 World Literature since 1660	
	Fine Arts	MUS 2503 Fine Arts-Music	MUS 2503 Fine Arts Music	3
		VISUAL 2503 Fine Arts-Visual	ART 2503 Fine Arts Visual	
		THEA 2503 Fine Arts-Theatre	THEA 2503 Fine Arts Theatre	
	Social Sciences	SOC 2213 Principles of Sociology	SOC 2213 Introduction to Sociology	9
		ECON 2313 Principles of Macroeconomics	ECON 2313 Principles of Macroeconomics	
		ECON 2333 Economic issues and concepts	ECON 2333 Economic Issues and Concepts	
		HIST 1013 World Civilization to 1660	HIST 1013 World Civilization to 1660	
		HIST 1023 World Civilization since 1660	HIST 1023 World Civilization since 1660	
		GEOG 2703 World Geography	GEOG 2613 Introduction to Geography	
PSY 2513 Introduction to Psychology		PSY 2013 Introduction to Psychology		
SOC 2233 Introduction to Cultural Anthropology		ANTH 2233 Introduction to Cultural Anthropology		
Institutional Requirements	CIS 1053 Computer Essentials	Elective	3	
	ORT 1011 First Year Experience	Elective	1	
	SPCH 1203 Oral Communication	COMS 1203 Oral Communication	3	
	HLT 2203 Basic Human Nutrition	NRS 2203 Basic Human Nutrition	3	
	Any PE courses	Elective		
Directed Electives	Directed Electives	Electives	15	
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	18	

*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19