

AA IN GENERAL EDUCATION TO BS IN STRATEGIC COMMUNICATION

Campus		ASU - Newport Courses	Comparable A-State Course	Hours
ASU Newport	English Composition	ENG 1003 Composition I	ENG 1003 Composition I	3
		ENG 1013 Composition II	ENG 1013 Composition II	3
		SPCH 1203 Oral Communication	COMS 1203 Oral Communication	3
	Math	MATH 1023 College Algebra	MATH 1023 College Algebra	3
		MATH 1043 Quantitative Literacy	MATH 1043 Quantitative Reasoning	
	Life Science	BIOL 1003/1001 Biological Science & Lab	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	PHYS 1203/1201 Physical Science & Lab	PHSC 1203/1201 Physical Science/Lab	4
	US History/Government	HIST 2773 The U.S. since 1876	HIST 2773 The US since 1876	3
		POSC 2103 U.S. Government	POSC 2103 Intro to US Government	
		HIST 2763 The U.S. to 1876	HIST 2763 The US to 1876	
	World History	HIST 1023 World Civilization since 1660	HIST 1023 World Civ Since 1660	3
		HIST 1013 World Civilization to 1660	HIST 1013 World Civ to 1660	
	Social Science (Choose Courses not already taken)	PSY 2013 Introduction to Psychology	PSY 2013 Introduction to Psychology	6
		ECON 2313 Principles of Macroeconomics	ECON 2313 Prin. Of Macroeconomics	
		HIS 2763 The United States to 1876	HIST 2763 The US to 1876	
		HIS 2773 The United States since 1876	HIST 2773 The US since 1876	
		POSC 2103 Intro to US Government	POSC 2103 Intro to US Government	
		SOC 2213 Principles of Sociology	SOC 2213 Intro to Sociology	
		GEOG 2613 Introduction to Geography	GEOG 2613 Introduction to Geography	
		HIST 1013 World Civilization to 1660	HIST 1013 World Civilization to 1660	
		HIST 1023 World Civilization Since 1660	HIST 1023 World Civilization Since 1660	
		SOC 2233 Introduction to Cultural Anthropology	ANTH 2233 Intro to Cultural Anthropology	
	Arts and Humanities	ENG 2003 World Literature to 1660	ENG 2003 World Lit to 1660	3
		ENG 2013 World Literature since 1660	ENG 2013 World Lit since 1660	
		PHIL 1103 Introduction to Philosophy	PHIL 1103 Introduction to Philosophy	
		MUS 2503 Fine Arts-Music	MUS 2503 Fine Arts Music	
		ART 2503 Fine Arts-Visual	ART 2503 Fine Arts Visual	
Institutional Requirements	THEA 2503 Fine Arts-Theatre	THEA 2503 Fine Arts Theatre	3	
	MIS 1033 Introduction to Computers	CS 1013 Introduction to Computers	3	
	PE 1623 Concepts of Fitness	PE 1002 Concepts of Fitness	2	
Electives	UNIV 1001 College and Life Skills	Elective	1	
	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*	Electives in Media and/or Communication	9	
	Electives	19		

*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19