

AA IN GENERAL EDUCATION TO BA IN STRATEGIC COMMUNICATION

Campus		Ozarka College Courses	Comparable A-State Course	Hours
Ozarka College	English Composition	ENGL 1013 English Composition I	ENG 1003 Composition I	3
		ENGL 1023 English Composition II	ENG 1013 Composition II	3
		COMM 1313 Communications	COMS 1203 Oral Communication	3
	Math	MATH 1203 College Algebra	MATH 1023 College Algebra	3
		MATH 1213 Quantitative Literacy	MATH 1043 Quantitative Reasoning	
	Life Science	BIOL 1004 General Biology & Lab	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	PHSC 1004 Physical Science & Lab	PHSC 1203/1201 Physical Science/Lab	4
	US History/ Government	HIST 2003 American History I	HIST 2763 The US to 1876	3
		HIST 2013 American History II	HIST 2773 The US since 1876	
		PLSC 2003 American National Gov.	POSC 2103 Intro to US Government	
	World History	HIST 1003 World Civilization I	HIST 1013 World Civ to 1660	3
		HIST 1013 World Civilization II	HIST 1023 World Civ Since 1660	
	Soc. Science	SOCI 2013 Intro to Sociology	SOC 2213 Intro to Sociology	6
		ECON 2323 Intro to Macroeconomics	ECON 2313 Prin. Of Macroeconomics	
		GEOG 2013 Introduction to Geography	GEOG 2613 Introduction to Geography	
		ANTH 2023 Cultural Anthropology	ANTH 2233 Intro to Cultural Anthropology	
	Literature	ENGL 2213 World Literature I	ENG 2003 World Lit to 1660	3
		ENGL 2223 World Literature II	ENG 2013 World Lit since 1660	
	Fine Arts	FATH 1003 Fine Arts-Theater	THEA 2503 Fine Arts Theatre	3
		FAMU 1003 Fine Arts-Music	MUS 2503 Fine Arts Music	
		FAVI 1003 Fine Arts-Visual	ART 2503 Fine Arts Visual	
	Institutional Requirements	CPSI 1003 Intro to Computer Applications	CIT 1503 Microcomputer Applications	3
		PHED 1002 Concepts of Physical Education	PE 1002 Concepts of Fitness	2
		COLL 1101 Freshman Seminar	Elective	1
		COLL 2001 College Capstone	Elective	1
	Electives	Electives	Electives	15
	A-State	Major Requirements		STCM 3133 Interactive Advertising
			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