

AA TO BS IN STRATEGIC COMMUNICATION

Campus		Southeast Arkansas College Courses	Comparable A-State Course	Hours	
Southeast Arkansas College	English Composition	ENGL 1313 English Composition I	ENG 1003 Composition I	3	
		ENGL 1323 English Composition II	ENG 1013 Composition II	3	
		SPEE 2393 Oral Com for Public Address	COMS 1203 Oral Communication	3	
	Math	MATH 1333 College Algebra	MATH 1023 College Algebra	3	
	Life Science	BIOL 1464 Principles of Biology	BIOL 1003/1001 Biological Science/Lab	4	
		BIOL 2454 Human Anatomy and Physiology I	BIO 2203/2201 Human Anatomy and Physiology I/Lab		
		BIOL 2474 Microbiology	BIO 2103/2101 Microbiology for Nursing and Allied Health/Lab		
	Physical Science	PHYS 1404 Physical Science	PHSC 1203/1201 Physical Science/Lab	4	
		PHYS 2414 General Physics I	PHYS 2054 General Physics I		
		CHEM 1434 General Chemistry I	CHEM 1013/1011 General Chemistry I/Lab		
	US History/ Government	HIST 2313 U.S. History to 1877	HIST 2763 The US to 1876	3	
		HIST 2323 U.S. History since 1877	HIST 2773 The US since 1876		
		POLI 2313 American Government	POSC 2103 Intro to US Government		
	Soc. Science	PSYC 2303 General Psychology	PSY 2013 Introduction to Psychology	6	
		SOCI 2313 Introduction to Sociology	SOC 2213 Introduction to Sociology		
		ECON 2313 Principles of Economics I	ECON 2313 Principles of Macroeconomics		
		ANTH 2333 Introduction to Anthropology	ANTH 2233 Intro to Cultural Anthropology		
		HIST 1333 World Civilization I	HIST 1013 World Civilization to 1660		
		HIST 1343 World Civilization II	HIST 1023 World Civilization Since 1660		
		HIST 2313 U.S. History to 1877	HIST 2763 The US to 1876		
		HIST 2323 U.S. History since 1877	HIST 2773 The US since 1876		
		POLI 2313 American Government	POSC 2103 Intro to US Government		
		GEOG 2313 General Geography	GEOG 2613 Introduction to Geography		
	Literature	ENGL 2363 World Literature I	ENG 2003 World Lit to 1660	3	
		ENGL 2373 World Literature II	ENG 2013 World Lit since 1660		
	Fine Arts	MUSI 2333 Music History and App	MUS 2503 Fine Arts Music	3	
		ART 2343 Art History and Appreciation	ART 2503 Fine Arts Visual		
	Electives	COMP 1123 Introduction to Computers	CS 1013 Introduction to Computers	3	
		EDUC 1313 Strategies for College Success	UC 1013 Making Connections	3	
		HPER 1313 Personal Health and Safety	HLTH 2513 Principles of Personal Health	3	
		Electives	Electives	16	
	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	3	
			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