

AA IN GENERAL EDUCATION TO BS IN STRATEGIC COMMUNICATION

Campus		Southern Arkansas University Tech Courses	Comparable A-State Course	Hours
Southern Arkansas University Tech	English Composition	ENGL 1113 Composition I	ENG 1003 Composition I	3
		ENGL 1123 Composition II	ENG 1013 Composition II	3
		SPCH 1113 Principles of Speech	COMS 1203 Oral Communication	3
	Math	MATH 1023 College Algebra	MATH 1023 College Algebra	3
	Life Science	BSCI 1013/1011 The Biological Sciences/Lab	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	PHSC 2023/2021 The Physical Sciences/Lab	PHSC 1203/1201 Physical Science/Lab	4
	US History/ Government	HIST 2013 United States History I	HIST 2763 The US to 1876	3
		HIST 2023 United States History II	HIST 2773 The US since 1876	
		PSCI 2003 American Government: National	POSC 2103 Intro to US Government	
	World History	HIST 1003 World History I	HIST 1013 World Civ to 1660	3
		HIST 1013 World History II	HIST 1023 World Civ Since 1660	
	Soc. Science	SOC 2003 Introduction to Sociology	SOC 2213 Intro to Sociology	6
		PSYC 2003 General Psychology	PSY 2013 Introduction to Psychology	
		GEOG 2003 Introduction to Geography	GEOG 2613 Introduction to Geography	
	Literature/ Fine Arts	ENGL 2213 World Literature I	ENG 2003 World Lit to 1660	3
		ENGL 2223 World Literature II	ENG 2013 World Lit since 1660	
		MUS 2013 Music Appreciation	MUS 2503 Fine Arts Music	3
		ART 2013 Art Appreciation	ART 2503 Fine Arts Visual	
		PHIL 2403 Introduction to Philosophy	PHIL 1103 Introduction to Philosophy	3
		MUS 2013 Music Appreciation ART 2013 Art Appreciation	MUS 2503 Fine Arts Music ART 2503 Fine Arts Visual	
	Institutional Requirements	MIS 1003 Introduction to Computers	CS 1013 Introduction to Computers	3
		GSTD 1021 Student Success I	Elective	1
		GSTD 1031 Student Success II	Elective	1
GSTD 1041 Student Success III		Elective	1	
PE Elective		Elective	1	
Electives	Electives	Electives	12	
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	Electives	18

*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19