



College of: Arts & Sciences

Degree/Major: BA/Strategic Communication

Academic Year: 2014-15

Proposed Four-Year Degree Plan

The following is an example 8-semester plan. This is used to illustrate the course sequencing and the expectations for course loading. Students may use this as a guide as they plan their undergraduate education, but should adjust it to fit their personal goals. Students are responsible for completing requirements in the official degree sheet for each major. It is mandatory for a student to meet with an academic advisor prior to course enrollment each semester.

Students must refer to the current course catalog for the availability of course offerings as well as visit with their academic advisor to find out about any special offerings.

Year One					
Fall Semester			Spring Semester		
A&S	1111	Freshman Orientation	ENGL	1213	Freshman Composition II
ENGL	1113	Freshman Composition I	POLS	1113	Intro to American Government
MATH	1483 or 1513	Math Functions or College Algebra	SPCH	2713	Intro to Speech Communication
HIST	1103	Survey of American History		4 hours	Natural Science with Lab
MC	1143	Media in a Diverse Society	ECON	1113 or 2103	Economics of Social Issues or Intro to Microeconomics
	3 hours	Humanities (not MC, MMJ, SC or SPM)			
Total: 16 credit hours			Total: 16 credit hours		
Get involved with student organizations to further your experiences.			Interested in Study Abroad? Visit the Study Abroad Office this term.		

28 cumulative hours earned and 2.5 cumulative graduation/retention GPA are required for enrollment in 2000-level courses and higher in MC, MMJ, SC or SPM.

Year Two					
Fall Semester			Spring Semester		
STAT	2013 or 2053	Elementary Statistics or Elementary Statistics for Social Sciences	MC	2003 or 2023	Media Style & Structure or Electronic Communication
SC	2183	Intro to Strategic Communication		5 hours	2 nd semester foreign language
MC	2003 or 2023	Media Style & Structure or Electronic Communication		3 hours	Natural & Mathematical Sciences
	5 hours	1 st semester foreign language		4 hours	Natural Science
Total: 14 credit hours			Total: 15 credit hours		
Register with Career services for countless opportunities.			Start looking into 2nd Major or Minor; most minors are 15 - 18 hours.		

Passing score on the English Language Proficiency Exam is required for upper-division major requirements.

Year Three					
Fall Semester			Spring Semester		
SC	3353	Persuasive Writing for Strat Comm	SC	3953	Research Methods for Strat Comm
SC	3753	Graphic Design for Strat Comm	SC	3383	Strat Comm Management & Strategies
SC	4013	Media & Markets	MC	4143	Ethics & Issues in Mass Communication
MKTG	3213	Marketing		3 hours	MC, MMJ, SC or SPM
	3 hours	Upper-Division Traditional Liberal Arts or Business or General Education		3 hours	Upper-Division Humanities with International & Non-Western
				1 hour	Elective
Total: 15 credit hours			Total: 16 credit hours		
Interested in an internship? This is an ideal time to research possibilities.			If you are interested in departmental honors, apply this semester.		

Between Years Three and Four, contact your advisor about an official graduation check.

Summer After Third Year	
SC 3600(3): Strategic Communications Internship Or 3 hours Upper-Division MC, MMJ, SC or SPM	
Total: 3 credit hours	

Year Four					
Fall Semester			Spring Semester		
SC	3603 or 4493	Copywriting & Creative Strategy or Advanced PR Writing	SC	4843	Strategic Communication Campaigns
MC	4163	Mass Communication Law		3 hours	Upper-Division MC, MMJ, SC or SPM
	3 hours	Upper-Division MC, MMJ, SC or SPM	MKTG	3 hours	Upper-Division MKTG
	3 hours	Arts & Humanities (not MC, MMJ, SC or SPM)		3 hours	Upper-Division Arts & Humanities with General Education (not MC, MMJ, SC or SPM)
	3 hours	Arts & Humanities (not MC, MMJ, SC or SPM)		3 hours	Electives (not MC, MMJ, SC or SPM)
Total: 15 credit hours			Total: 15 credit hours		
Be prepared to apply for Spring graduation this semester. Check on 2nd Major or Minor.			Celebrate your accomplishment at May Graduation with your fellow Cowboys!!		

OTHER REQUIREMENTS:

A minimum of 72 hours must be taken outside of JB/MC/MMJ/SC/SPM. No more than 12 hours of JB/MC/MMJ/SC/SPM can be transferred from other institutions.

Students are required to develop and maintain a portfolio exhibiting specific and appropriate work including required class assignments.

The College of Arts & Sciences requires 6 hours Upper-Division General Education outside the major department.

Total hours must include at least 40 hours in courses numbered 3000 or above.

Hours in one department in excess of 53 will be added to the minimum total of 125 required for graduation.

1. GENERAL EDUCATION REQUIREMENTS

a. No more than two courses (or eight hours) from the major department may be used to meet General Education and College and Departmental Requirements. The General Education Controlled Elective required English Composition, required U.S. History, required American Government, and one required MATH course do not count against the two-course maximum.

b. The Diversity, International Dimension, Scientific Investigation and Non-Western requirements may be satisfied by courses also used to satisfy any part of a student's degree program (i.e., in General Education, College Departmental Requirements, Major Requirements or Electives).

c. Courses in the major department may not be used to satisfy the College requirement for six hours upper-division General Education.

2. A&S COLLEGE/DEPARTMENTAL REQUIREMENTS

a. Arts and Humanities are defined as any course carrying an (H) designation or courses from ART, HIST, MUSI, PHIL (except 1313 and 3003), REL, TH, creative writing, foreign languages (second year and above), linguistics and literature. No more than six hours may be music or theatre performance or art studio.

b. Natural and Mathematical Sciences are defined as any course from the following prefixes: ASTR, BIOC, BIOL, BOT, CHEM, CS (except 4883), GEOL, MATH, MICR, PHYS, STAT and ZOOL; or courses from other departments that carry an (A) or (N) general education designation.

c. Non-Western Studies Requirement for B.A. and B.F.A. – consult academic advisor

3. FOREIGN LANGUAGE PROFICIENCY

a. The foreign language requirement for the B.A. may be satisfied by 10 hours college credit in the same language, or equivalent proficiency (e.g., passing an advanced standing examination; completing a second-year or higher college-level course in the language, etc.).

b. Not applicable to this degree.

c. In addition to a. and b., students pursuing secondary education teacher certification must meet novice-high foreign language proficiency by presenting a high school transcript which demonstrates two years of study of a single foreign language with no grade below B. Or, students may complete 5 hours college credit in the same language with no grade below C (or pass an advanced standing examination equivalent to 5 hours of college credit).

4. EXCLUSIONS

a. Courses used to satisfy the English Composition, American History and Government requirement will not count toward the 54 hour maximum allowed from one department.

b. Courses with ATHL or LEIS prefixes and leisure activity courses may not be used for degree credit in the College of Arts & Sciences.