



College of: Arts & Sciences

Degree/Major: BA/Strategic Communication

Academic Year: 2016-17

**Proposed Four-Year Degree Plan (120 Total Hours)**

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	First Year Seminar	ENGL	1213	Freshman Composition II
ENGL	1113	Freshman Composition I	POLS	1113	Intro to American Government
HIST	1103	Survey of American History	STAT	2013 or 2053	Elementary Statistics or Elementary Statistics for Social Sciences
	3 hours	Humanities (H)			
MC	1143	Media in a Diverse Society (D)		4 hours	Natural Science (N) with Lab (L)
MATH	1483 or 1513	Math Functions or College Algebra (or 3hr Natural/Mathematical Science if ALEKS Placement Exam score 50+)	SPCH	2713	Intro to Speech Communication
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 2.75 cumulative graduation/retention GPA are required to declare and for enrollment in 2000-level courses and higher in MC, MMJ, SC or SPM.**

Year Two					
Fall Semester			Spring Semester		
	3 hours	Natural Science (N)		5 hours	2 <sup>nd</sup> semester foreign language
ECON	1113 or 2103	Economics of Social Issues or Intro to Microeconomics	MC	2003	Media Style & Structure
	3 hours	Upper-Division Additional General Education (not MC, MMJ, SC or SPM)	MC	2023	Electronic Communication
	5 hours	1 <sup>st</sup> semester foreign language	SC	2183	Intro to Strategic Communication
Total: 14 credit hours			Total: 14 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 and the Proficiency Review is required for upper-division major requirements.**

Year Three					
Fall Semester			Spring Semester		
	3 hours	Arts & Humanities		3 hours	Upper-Division Humanities with International (I) & Non-Western
SC	3383	Strat Comm Management & Strategies	SC	3353	Persuasive Writing for Strat Comm
SC	3753	Graphic Design for Strat Comm	SC	3953	Research Methods for Strat Comm
SC	4013	Media & Markets		3 hours	MC, MMJ, SC or SPM
MKTG	3213	Marketing		3 hour	Elective
Total: 15 credit hours			Total: 15 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 (This credit can be listed on Fall or Spring senior year schedule)	

Year Four					
Fall Semester			Spring Semester		
	3 hours	Arts & Humanities		3 hours	Arts & Humanities
SC	3603 or 4493	Copywriting & Creative Strategy or Advanced PR Writing	SC	4843	Strategic Communication Campaigns
MC	4163	Mass Communication Law	MC	4143	Ethics & Issues in Mass Comm
	3 hours	Upper-Division MC, MMJ, SC or SPM		3 hours	Upper-Division Traditional Liberal Arts or Business or General Education
MKTG	3 hours	Upper-Division MKTG			
Total: 15 credit hours			Total: 12 credit hours		
Apply for Spring graduation. Check on 2nd Major or Minor.			Celebrate at May Graduation with your fellow Cowboys!!		

**OTHER REQUIREMENTS:**

A minimum of 72 hours must be taken outside of MC/MMJ/SC/SPM. No more than 12 hours of 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. SMSC requires a 2.5 GPA for the major and SMSC prefix courses. A "C" or better must be earned in all SMSC courses. 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 48 will be added to the minimum total of 120 required for graduation.

At least 60 hours must be completed at a four-year institution. At least 30 hours must be completed at OSU.

15 of the final 30 hours completed, or 50% of the upper-division hours in the major field must be completed at OSU.

Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.

**1. GENERAL EDUCATION REQUIREMENTS**

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 required English Composition, required U.S. History, required American Government, one required MATH or STAT course, and required foreign language for B.A. degrees do not count against the two-course maximum.

**2. A&S COLLEGE/DEPARTMENTAL REQUIREMENTS**

a. Arts and Humanities are defined as any course carrying an (H) designation or courses from AMST, ART, ENGL (except 3323) HIST, MUSI, PHIL (except 1313, 3003 and 4003), REL, TH, and foreign languages (second year and above). 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. The required six hours of upper-division General Education may not include courses from the student's major department. This requirement 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).

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

e. The College of Arts & Sciences requires a minimum 2.0 GPA in all major requirements and a minimum 2.0 GPA in all major-prefix courses.

**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. In addition to a., 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 General Education English Composition, U.S. History, American Government, and Mathematics or Statistics requirements 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.