

COMMUNICATION (BA) - STRATEGIC COMMUNICATION TRACK

Program of Study Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		42
Core Total		42
Field of Study Requirements		
Select one of the following courses:		3
COMM 1100	Human Communication	
COMM 1110	Course COMM 1110 Not Found	
Take the following cultural communication course:		3
COMM 2115	Intercultural Communication	
Select 12 credits of the following (A Grade of C or better is required for all GFA courses) Only one field of Study requirements option can be a GFA course from the following:		12
GFA 1000	Introduction to On-Set Film Production	
GFA 1040	Intro to Film & TV Post-Production	
GFA 1501	Introduction to Live Production, Streaming & Esports	
COMM 2105	Interpersonal Communication	
COMM 2136	Group Communication	
COMM 2137	Introduction to Mass Communication	
COMM 2545	Selected Topics in Communication	
Field of Study Requirements Total		18
Required for the Major		
Take the following courses:		9
COMM 3256	Communication Theories	
COMM 3148	Community, Dialogue, & Advocacy	
COMM 4000	Communication Exit Assessment	
COMM 3259	Communication Research	
Take the following writing courses:		6
COMM 3242	Writing for Media	
COMM 4108	Social and Digital Media Writing	
Take the following PR courses:		9
COMM 3141	Introduction to Public Relations	
COMM 4141	Public Relations Management	
COMM 4135	Crisis Communication	
Take the following production courses:		6
COMM 3257	Video Production I	
COMM 4259	Integrated Web Design	
Required for the Major Total		30
Program Electives (select 12 hours of the following)		12
MKTG 3115	Principles of Marketing	
MKTG 3136	Advertising (Prerequisite MKTG 3115)	
COMM 3125	Modern Media and Culture	

COMM 3135	Persuasion	
COMM 3136	Non-Verbal Communication	
COMM 3139	Interpersonal Conflict Resolution	
COMM 3145	Family Communication	
COMM 4107	Communication, Gender, and Sexuality	
COMM 4555	Selected Topics in Communication	
General Electives: 18		18
Select any 1000 level or above courses. Suggested options are COMM and GFA courses. A Grade of C or better is required for all GFA courses.		
Total Credit Hours		120