

Mass Communication, B.A. Strategic Communication Concentration

2023–24 Catalog

This example plan is designed to provide a blueprint for students to complete their degrees within four years. It includes recommended sequences of courses. Individual plans will vary based on previously earned credit, such as Dual Enrollment and AP credit, as well as the student’s academic goals. Students will work with an academic advisor to develop a more individualized plan to complete their degree.

This example four-year plan is applicable to students admitted during the 2023–24 academic year.

Total Credits Required: 120 credits

Required GPA for Graduation: 2.0 (institutional)

Courses requiring a C or better are denoted with an asterisk (*).

Legend is available on the last page of this document.

Year 1							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
MSCM 0001	First-Year Academic Seminar	1		Core Area A*	Math (student’s choice) (pre-req to MATH 1401)	3	A
ENGL 1101*	English Composition I (pre-req to ENGL 1102)	3	A	ENGL 1102*	English Composition II (pre-req to MSCM 2205)	3	A
GC1Y 1000	Critical Thinking	3	B	Lang 1001	World Language I (1001-level)	3	Elective
Core Area C	Humanities and Ethics (student’s choice)	3	C	Core Area D	Science with Lab (student’s choice)	4	D
Core Area E	Social Science (student’s choice)	3	E	Core Area E	Social Science (student’s choice)	3	E
Core Area E	Social Science (student’s choice)	3	E				
Semester Hours		16		Semester Hours		16	
Notes:	Area A and GC1Y 1000 must be completed by 30 earned hours. First-Year Seminar does not count toward 120 hours required for graduation. Students must complete a world language course at the 2002 level or higher. Complete the WebCAPE exam to determine placement for first course.						

Year 2							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
MSCM 2201*	Media Literacy (pre-req to MSCM 3306 and 3352)	3	F	MSCM 3306*	Mass Comm Theory & Research (co-req with MSCM 3352; pre-req to all other MSCM Strategic Comm Concentration courses)	3	Major
MSCM 2205*	Professional Media Writing (pre-req to MSCM 3306 and 3352)	3	F	MSCM 3352*	Writing for Advertising & PR (co-req with MSCM 3306; pre-req to MSCM 3343, 3351, 3353, 3361, 3363, 3364, and 4501)	3	Major
MATH 1401*	Elementary Statistics (pre-req to MSCM 3306 and 3352)	3	F	MSCM 2930*	Practicum	1	Major
GC2Y 2000	Global Perspectives	4	B	Core Area D	Science with Lab (student's choice)	4	D
Lang 1002	World Language II (1002-level)	3	Elective	Lang 2001	World Language III (2001-level)	3	F
Semester Hours		16		Semester Hours		14	
Notes:	Practicum 1 must be completed with a Student Media Organization such as GC 360, WGUR 95.3, or The Colonnade. GC2Y 2000 must be taken between 30–59 earned hours.						

Year 3							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
MSCM 3351* or MSCM 3343*	Principles of PR & Advertising or Media Design	3	Conc	MSCM 3363* or MSCM 3353*	Current Issues in Advertising or Public Relations Planning	3	Conc
MSCM 3300*	Mass Media Law and Ethics	3	Major	MSCM Elective*	Concentration elective (see catalog)	3	Conc
MSCM 2930*	Practicum	1	Major	Core Area C	Fine Arts (student's choice)	3	C
Core Area F	Liberal Arts elective (see Notes)	3	F	Core Area F	Liberal Arts elective (see Notes)	3	F
Lang 2002	World Language IV (2002-level)	3	F	Gen Elective	Any general elective course	3	Elective
Semester Hours		13		Semester Hours		15	
Notes:	Students must choose either the Advertising or Public Relations track, and choose MSCM 3363 or 3353 accordingly. Liberal arts electives can be any 1000- or 2000-level course in the following subjects: ARTS, ECON, ENGL, GEOG, HIST, IDST, MUSC, POLS, PSYC, RHET, SOCI, or THEA. Concentration elective options are listed in the course catalog. General electives can be in any discipline and any level (1000–4999). Students are encouraged to use elective hours to meet requirements for a minor.						

Year 4							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
MSCM 3364* or MSCM 3361*	Advertising Planning & Buying or Campaign Principles	3	Conc	MSCM 4402*	Senior Career Development	1	Major
MSCM Elective*	Concentration elective (see catalog)	3	Conc	MSCM 4501*	Strategic Campaigns Capstone	3	Conc
Cognate	Cognate course (see Notes)	3	Major	Cognate	Cognate course (see Notes)	3	Major
Gen Elective	Any general elective course	3	Elective	Gen Elective	Any general elective course	3	Elective
Gen Elective	Any general elective course	3	Elective	Gen Elective	Any general elective course	3	Elective
Semester Hours		15		Semester Hours		13	
Summer	Complete MSCM 4960: Internship (3 credit hours).						
Notes:	<p>Students on the Advertising track must take MSCM 3364, and students on the Public Relations track must take MSCM 3361.</p> <p>Cognate courses are student's choice of CBIS 3217: Business Publishing, CBIS 3218: Web Design Tools, or any 3000- or 4000-level course in the following subjects: ARTS, ENGL, RHET, MGMT, or MKTG.</p> <p>Students must have completed at least 3 skills courses (MSCM 3343, 3351, 3352, 3353, 3361, 3363, 3364) and 1 practicum, and have a 2.5 minimum GPA, to take required MSCM 4960: Internship.</p> <p>Students must have completed all 4 required skills courses and 2 practicums to take MSCM 4501.</p>						

Legend	
Area	This section of the plan references the area of the curriculum the course fulfills.
A	Core Area A: Essential Skills
B	Core Area B: Institutional Options
C	Core Area C: Humanities, Ethics, and Fine Arts
D	Core Area D: Science, Technology, and Math
E	Core Area E: Social Sciences
F	Core Area F: Major Directed Core Requirements
Major	Mass Communication Major Requirements
Conc	Strategic Communication Concentration Requirements
Elective	Course(s) a student selects. Hours are needed to meet overall graduation hours. Number of electives varies per major. Electives can be used towards GC Journeys, minors, or professional/graduate school pre-requisites, or to take courses of interest.