

Mass Communication, B.A. Strategic Communication Concentration

2024–25 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 2024–25 academic year.

Total Credits Required: 120 credits

Required GPA for Graduation: 2.0 (institutional); 2.5 (overall) needed to complete required internship

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		GC1Y 1000	Critical Thinking (student’s choice) (pre-req to GC2Y 2000)	3	Core
ENGL 1101*	English Composition I (pre-req to ENGL 1102)	3	Core	ENGL 1102*	English Composition II (pre-req to MSCM 2205)	3	Core
Core Math*	Math (student’s choice) (pre-req to MATH 1401)	3	Core	HIST 2111 or HIST 2112	The United States to 1877 or The United States Since 1877	3	Core
POLS 1101	American Government	3	Core	Core Science	Science with Lab (student’s choice)	4	Core
Core Humanities	Humanities and Ethics (student’s choice)	3	Core	Lang 1001	World Language I (1001-level)	3	Elective
Core Social Science	Social Science (student’s choice)	3	Core				
Total Semester Hours:		16		Total Semester Hours:		16	
Notes:	ENGL 1101, ENGL 1102, Core Math, and GC1Y 1000 must be completed by 30 earned hours. First-Year Academic Seminar is a graduation requirement and impacts a student’s GPA; however, it does not count toward the minimum of 120 semester hours required for a degree. 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	Field	MSCM 3306*	Mass Comm Theory & Research (co-req to MSCM 3352; pre-req to all other Strategic Communication Concentration courses)	3	Major
MSCM 2205*	Professional Media Writing (pre-req to MSCM 3306 and 3352)	3	Field	MSCM 3352*	Writing for Advertising & PR (co-req to MSCM 3306; pre-req to MSCM 3343, 3351, 3353, 3361, 3363, 3364, and 4501)	3	Major
GC2Y 2000	Global Perspectives (student's choice)	4	Core	MSCM 2931*	Practicum 1	1	Major
MATH 1401*	Elementary Statistics (pre-req to MSCM 3306 and 3352)	3	Core + Field	Core STEM	Math, Science or Technology (student's choice)	4	Core
Lang 1002	World Language II (1002-level)	3	Elective	Lang 2001	World Language III (2001-level)	3	Field
Total Semester Hours:		16		Total Semester Hours:		14	
Notes:	MSCM 2931 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*	Strategic Communication Concentration elective (see catalog or DegreeWorks for options)	3	Conc
MSCM 2932*	Practicum 2	1	Major	Core Art	Fine Arts (student's choice)	3	Core
Field of Study Elective	1000- or 2000-level Liberal Arts elective (see Notes)	3	Field	Field of Study Elective	1000- or 2000-level Liberal Arts elective (see Notes)	3	Field
Lang 2002	World Language IV (2002-level)	3	Field	Gen Elective	Any general elective course	3	Elective
Total Semester Hours:		13		Total Semester Hours:		15	
Notes:	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 and DegreeWorks. 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*	Strategic Communication Concentration elective (see catalog or DegreeWorks for options)	3	Conc	MSCM 4501*	Strategic Campaigns Capstone	3	Conc
Cognate	Cognate course (see Notes below)	3	Major	Cognate	Cognate course (see Notes below)	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
Total Semester Hours:		15		Total Semester Hours:		13	
Summer	Complete MSCM 4960: Internship (3 credit hours).						
Notes:	<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>MSCM 4960 requires students to have completed at least 3 skills courses (MSCM 3343, 3351, 3352, 3353, 3361, 3363, 3364) and MSCM 2931: Practicum 1, and to have a minimum 2.5 overall GPA.</p> <p>MSCM 4501 requires students to have completed all 4 required skills courses, MSCM 2931: Practicum 1, and MSCM 2932: Practicum 2.</p> <p>General electives can be in any discipline and any level (1000–4999).</p>						

Legend	
Area	This section of the plan references the area of the curriculum the course fulfills.
Core	Core IMPACTS — coursework required for every student regardless of major, which includes the following areas: Institutional Priority (GC1Y 1000 and GC2Y 2000); M athematics and Quantitative Skills; P olitical Science and U.S. History; A rts, Humanities, and Ethics; C ommunicating in Writing; T echnology, Mathematics, and Sciences; and S ocial Sciences.
Field	Core Field of Study courses, part of each major's requirements. These courses prepare students for further study in their chosen major field. Field of Study courses are specific to each major program.
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.