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| **Arkansas State University - Jonesboro** | | | | | | | | |
| **Bachelor of Science** | | | | | | | | |
| **Major: Strategic Communication** | | | | | | | | |
| **2018-2019** | | | | | | | | |
|  | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters.  Developmental courses do not count toward total degree hours.  **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions.   In most cases, general education courses may be interchanged between semesters.**    A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.  Mandatory state and institutional assessment exams will be required during your degree program.  ***Failure to participate in required assessments may delay graduation.*** | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| UC 1003 | FYE in Communication | 3 |  |  | CMAC 1003 | Mass Com. In Mod. Soc. | 3 |  |
| COMS 1203 | Oral Communication | 3 |  |  | ENG 1013 | Composition II | 3 |  |
| ENG 1003 | Composition I | 3 |  |  | ART, MUS, or THEA 2503 |  | 3 |  |
| MATH 1023 or MATH 1043 |  | 3 |  |  |  | SOCIAL SCIENCE GEN ED REQUIREMENT | 3 |  |
| BIOL 1003 | Biology or Alternative | 3 |  |  | PHSC 1203 | Phys Science or Alternative | 3 |  |
| BIOL 1001 | Biology Lab | 1 |  |  | PHSC 1201 | Physical Science Lab | 1 |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| PRAD 3043 | Principles of Strategic Communication | 3 |  |  | PRAD 3143 | Strategic Writing II | 3 |  |
| PRAD 2143 | Strategic Writing I | 3 |  |  | AD 3133 | Interactive Advertising | 3 |  |
| HIST 2763, HIST 2774, or POSC 2103 |  | 3 |  |  | COMM ELECTIVE | Any Level | 3 |  |
| ENG 2003, ENG 2013, or PHIL 1103 |  | 3 |  |  | MINOR | Any Level | 3 |  |
| MINOR | Any Level | 3 |  |  | ELECTIVE | Any Level | 3 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| PRAD 4213 | Social Media in Strategic Communication | 3 |  |  | AD 4003 | Account Planning | 3 |  |
| COMM ELECTIVE | Any Level | 3 |  |  | PRAD 4073 | Strategic Communication Law | 3 |  |
| PRAD 3553 | Strategic Visual Communication | 3 |  |  | MINOR | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
|  |  |  |  |  |  |  |  |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| AD 4333 | Social Media Measurement | 3 |  |  | PRAD 4753 or 4763 | Strategic Communication Cases or Strategic Communication Campaigns | 3 |  |
| MINOR | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| PRAD 4773 | Internship in Strategic Communication | 3 |  |  | ELECTIVE | Upper Level | 1-3 |  |
| ELECTIVE | Upper Level | 3 |  |  | COMM ELECTIVE | Any level | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 13-15 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Jr/Sr Hours** | | **45-60 (depending on minor)** |  |  | **Total Degree Hours** | | **120-122** |  |
|  |  |  |  |  |  |  |  |  |