

**STRATEGIC COMMUNICATION, B.A., 120 TOTAL CREDITS**  
**ORGANIZATIONAL COMMUNICATION EMPHASIS**  
**Department of Communication ♣ CURRICULUM SHEET**  
**Effective - Fall 2017**

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**Organizational Communication:** This emphasis area offers students preparation for careers in employee communication, special events, and training and development in corporate and non-profit organizations and government agencies.

**B.A. Strategic Communication:** 38 credits total, with 15 credits in core courses, 8 credits in required gateway courses from a specified emphasis area, and at least 15 other credits of directed electives. The completion of a minor in a related field of study is required.

**CORE COURSES [all are 3 credits]:**

- COMM 215 (Intro to Interpersonal Comm.) [or]  COMM 216 (Intro to Intercultural Comm.)
- COMM 231 (Communication Technologies)
- COMM 234 (Intro to Public Relations)
- COMM 253 (Intro to Organizational Communication)
- COMM 343 (Communication and Social Influence)

**Gateway Courses (all are 4 credits):**

- COMM 356 (Professional Communication)**
- COMM 453 (Organizational Communication)**

**Directed Electives (15 credits):** Students must take at least 3 courses from the following list.  
*All are 4 credits unless otherwise noted.*

- COMM 301 (Critical Thinking)
- COMM 302 (Problem Solving and Decision Making)
- COMM 315 (Political Communication)
- COMM 316 (Gender and Communication) [3 cr.]
- COMM 332 (Web Publishing)
- COMM 341 (Signature Events: Public Relations and Media Relations) [3 cr.]
- COMM 345 (Writing for the Electronic Media)
- COMM 353 (Interviewing Theory & Practice) [3 cr.]
- COMM 414 (Nonverbal Communication)
- COMM 439 (Social Media Research & Big Data)
- COMM 450 (Comm. Skills for Training and Development) [3 cr.]
- COMM 452 (Health Communication)
- COMM 454 (Communication and Social Change) [3 cr.]
- COMM 456 (Corporate Communication) [3 cr.]
- COMM 490 (Internship) [3 cr.]
- COMM 493 (Seminar in Communication) [4-8 cr.]
- COMM 495 (Special Topics) [3-4 cr.]
- COMM 496 (Field Studies in Communication) [3 cr.]

Additional credits such that a student has at least 10 credits in 400-level classes and at least **38** total credits in the major. Two courses from other departments can count as directed electives towards the major, upon advisor approval.

**COMM 115 & COMM 140 do not count toward the major.**

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**GENERAL EDUCATION 44-46 cr. \***

Study Area I - Arts and Humanities (9 cr.)

 Eng. Lit. (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)

Study Area II - Social Sciences (9 cr.)

 History (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)

Study Area III - Behavioral Sciences (6 cr.)

 **Comm. 215 or 216** \*(3)  \_\_\_\_\_ (3)

Study Area IV - Natural Sciences (6-7 cr.)

 lab credit (1)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)

Skill Area I – Communication Skills (6 cr.)

 Eng. 105 or 110 (3)  **Comm. 140** (3)

Skill Area II – Mathematics (6 cr.)

 Math or Stat. (3)  \_\_\_\_\_ (3)

Skill Area III - Foreign Language Proficiency

 3 sequential years of one foreign language  
at the high school level passed the foreign language exam completed 112, 114 or higher foreign language course demonstration of native proficiency in a  
language other than English

Skill Area IV – University Requirement (2-3 cr.)

 \_\_\_\_\_ (2 or 3 cr.)

\* Some communication courses can count toward your Communication major as well as in the General Education areas.

\*+ Only two courses from outside the (Communication) department may count toward the major in Strategic Communication. But if these courses are used for the Minor, they will not count toward the Major.

**MINOR IS REQUIRED. (18-21 credit hours)  
SEE YOUR ADVISOR.****Minor:** \_\_\_\_\_ \_\_\_\_\_ (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)**GENERAL ELECTIVES (to meet 120 total credits)** \_\_\_\_\_ (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)  \_\_\_\_\_ (3) \_\_\_\_\_ (3)  \_\_\_\_\_ (3)

***COMM 115 & COMM 140 do not  
count toward the major.***