

Central Connecticut State University
Carol A. Ammon College of Liberal Arts and Social Sciences

Degree: Bachelor of Arts

Program: Strategic Communication Public Relations/Promotions
Concentration, B.A.

Effective Term: Fall 2026

Name: _____

ID#: _____

General Education: Ways of Understanding:

Arts & Humanities (9 credits)

	Credits	Grade
Literature	3	

Social & Behavioral Sciences (12 credits)

History	3	
COMM 215 or 216	X	

Math & Natural Sciences (9-10 credits)

MATH or STAT course numbered 102 or higher	3	
Lab Science	3-4	

General Education: Essential Skills:

Written & Oral Communication (6 credits)

WRT 105 or 110	3	
COMM 140 Public Speaking	X	

World Language (0-6 credits) or Gen Ed Free Elective (3 credits)

World Language course numbered 112 or 118* or Gen Ed Free Elective	3	
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Thriving in College (2-3 credits)

CCSU 102, 103, or FYE course**	2-3	
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A maximum of 16 credits (4 courses) applied towards Ways of Understanding and Essential Skills requirements may be used to fulfill a major and/or minor requirement.

International & Equity, Justice, & Inclusion (EJI) Requirements:

International	3	
International	3	
Equity, Justice, & Inclusion***	3	

Coursework applied toward International & EJI requirements may be used in any other area of general education or program requirements.

Honors Program: HON courses can be used to fulfill certain general education requirements. Consult the Honors Program curriculum for details.

Residency Requirements: A minimum of 30 credits overall must be completed in residence, with at least 15 credits in the major (at least 12 of which must be at the 300 level or above) and 9 credits in a minor at Central. In residence means attending classes conducted on campus or under supervision of Central.

* Students with 3 years, or more, of one world language at the high school level, a passing score on a world language placement exam, or native proficiency in a language other than English will have the World Language requirement waived and can satisfy this requirement with any general education free elective course (3cr).

** Transfer students with 24 or more transfer credits at the time of admission can satisfy this requirement with any general education free elective (3cr).

*** Waived for transfer students with 50 or more transfer credits at the time of admission.

Major Requirements (38 credits)

Requires grade of C- or higher, unless otherwise specified.

	Credits	Grade
COMM 215 or COMM 216	3	
COMM 234 Intro to Public Relations	3	
COMM 253 Intro to Organizational Comm	3	
COMM 343 Comm and Social Influence	3	
Gateway Courses:		
COMM 334 Public Relations Strategies & Techs	4	
COMM 410 or COMM 411 or COMM 434 or COMM 439	4	
Area of Emphasis – Choose 3 classes from any of the following courses:		
COMM 231 or COMM 301 or COMM 315 or COMM 332 or COMM 339 or COMM 345 or COMM 406 or COMM 410 or COMM 411 or COMM 414 or COMM 417 or COMM 418 or COMM 423 or COMM 434 or COMM 436 or COMM 439 or COMM 451 or COMM 452 or COMM 453 or COMM 454 or COMM 457 or COMM 458 or COMM 490 or COMM 493 or COMM 495 or COMM 496		
Directed Electives (to reach 38 credits)		

(A minimum of 10 credits in 400 level are required in the major)

Strategic Communication Additional Requirements

COMM 140 Public Speaking	3	
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Minor

A Minor is Required

Coursework applied toward Related or Additional requirements may be used in any other area of general education or program requirements.

Free Electives may be used, as needed, to reach the total credits required for the degree when all other degree requirements have been met.

Total Credits Required for Degree: 120