

PETREE COLLEGE OF ARTS & SCIENCES

Four Year Plan (124 CHs total) *

Bachelor of Arts (B.A.) in Mass Communications Degree - STRAT COMM

GENERAL EDUCATION 24.25

First Year – Fall Semester	✓	First Year – Spring Semester	✓
Intro to Mass Comm (MCOM 1103) Media Writing (MCOM 1213)	<input type="checkbox"/> <input type="checkbox"/>	Princ. of Advertising (MCOM 2203)	<input type="checkbox"/>
English Composition I General education course(s)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	English Composition II (ENGL 1213) General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Total: 15-16 CHs		Total: 15-16 CHs	
Second Year – Fall Semester	✓	Second Year – Spring Semester	✓
MCOM Research Strategy Skills (MCOM 3013) Media Relations & Event Managt. (MCOM 3503)	<input type="checkbox"/> <input type="checkbox"/>	Princ. of Public Relations (MCOM 2313) Strat Comm Writing (MCOM 3613)	<input type="checkbox"/> <input type="checkbox"/>
General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Total: 15-16 CHs		Total: 15-16 CHs	
Third Year – Fall Semester	✓	Third Year – Spring Semester	✓
Promotional Methods & Strategies (MCOM 4303) Strat Comm Planning (MCOM 3813)	<input type="checkbox"/> <input type="checkbox"/>	Strat Comm Campaigns (MCOM 4013) Legal & Ethical Prin. (MCOM 4213)	<input type="checkbox"/> <input type="checkbox"/>
General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Total: 15-16 CHs		Total: 15-16 CHs	
Fourth Year – Fall Semester	✓	Fourth Year – Spring Semester	✓
The Professional Experience (MCOM 4481-3) or Public Administration (MCOM 3241) x 2	<input type="checkbox"/> <input type="checkbox"/>	Senior Seminar and Portfolio Ass't (MCOM 4313) 3000+ Mass Comm Elective	<input type="checkbox"/> <input type="checkbox"/>
General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	General education course(s) Course(s) toward Minor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Total: 15-16 CHs		Total: 15-16 CHs	

Requirements:	BS	BA
<input type="checkbox"/> English Composition I (ENGL 1113)		3
<input type="checkbox"/> English Composition II (ENGL 1213)		3
<input type="checkbox"/> The Bible and Culture (REL 1003) OR Introduction to World Religions (REL 1513)		3
<input type="checkbox"/> Literature: World (ENGL 2603) OR Western (ENGL 2103) OR British (ENGL 2403, 2413, 2703) OR American (ENGL 2713, 2813) OR Honors Seminar in Ethics & Lit (ENGL/PHIL 2004H)		3
<input type="checkbox"/> Fine Arts (Any ART, FILM, MUS, THRE, DANC, INDP 1013, ENGL 2123)		3
<input type="checkbox"/> Philosophy/Ethics (PHIL/REL 2163, 2213, 2313, 2413, 2613, 2703) OR PHIL/PHRH 2513 OR MGMT 2223)		3
<input type="checkbox"/> American/U.S. History (HIST 1003 or HIST 1103) (International Students must take HIST 1113)		3
<input type="checkbox"/> American Governance (POLS 1113) (International students must take POLS 1013)		3
<input type="checkbox"/> Introduction to Psychology (PSYC 1113)		3
<input type="checkbox"/> Mathematics (MATH 1503 or 1603, ECON 2123, PSYC 2303 OR a higher-level mathematics class)		3
<input type="checkbox"/> Methods of Scientific Inquiry (SCI 1003)		3
<input type="checkbox"/> Integrated Science Laboratory (SCI 1041) [Not required for those who have passed a 2000 level or above lab science]		1
<input type="checkbox"/> Foreign Language. - BS/BFA requires 6 hours (2 courses) - BA requires 12 hours (4 courses)	6	12
<input type="checkbox"/> Cross-Cultural Studies		
<input type="checkbox"/> Service Learning		
<input type="checkbox"/> Capstone		
<input type="checkbox"/> Public Speaking (PHRH 1103)		3
<input type="checkbox"/> Laboratory Science (BIOL, CHEM, or PHYS)		4
<input type="checkbox"/> International or Diversity (approved courses or study abroad)		3

& MINOR in:	
Courses	CHs

Advisor Signature MM DD YYYY

Student Signature MM DD YYYY

* Specific course offerings may vary dependent upon enrollment and faculty availability; courses may not fall in the exact semester listed above.

** This template, of 15-16 CHs per semester, with a 124 CHs total (some dedicated to the Major and some dedicated to General Education), will result in a 4-year degree completion.