

STRATEGIC COMMUNICATION

Recommended three-year degree path

Courses	Credit Hours	Total Credit Hours
Fall One		
FYS101, First Year Seminar	3	
Foreign Language 101	3	
COM101, Rhetoric and the American Demo	3	
STR128, Promotional Writing I	3	
STR222, Principles of Strategic Communication	3	
AR, Analytical Reasoning	3	
Total	18	18
Spring One		
FYS102, First Year Seminar	3	
Foreign Language 102	3	
STR228, Promotional Writing II or STR251, Design & Production for STR	3	
PCA, Perspectives in the Creative Arts	3	
TI, Texts & Ideas	3	
Minor/Concentration/Elective Course	3	
Total	18	36
Summer One (Spread out over Summer I and Summer II sessions)		
GHS (1), Global & Historical Studies (online)	3	
SW266-CCM, Media Literacy (online)	3	
STR228, Promotional Writing II or STR251, Design & Production for STR (online)	3	
Total	9	45
Fall Two		
NW, Natural World	5	
Foreign Language 203	3	
PWB, Physical Well-Being	1	
STR327, Research Methods for STR	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Total	18	63
Spring Two		
STR Elective	3	
Foreign Language 204	3	



Law or Theory	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Total	18	81
Summer Two (Spread out over Summer I and Summer II sessions)		
GHS (2), Global & Historical Studies (online)	3	
Global/International (online)	3	
STR440, Strategic Communication: Public Relations & Advertising Internship	3	
Total	9	90
Fall Three		
STR329, Strategic Media Planning	3	
STR324 (WAC), Ethics and Case Problems in STR	3	
Theory or Law	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Total	18	108
Spring Three		
STR424S (SAC; ICR), Public Communication Campaigns	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Minor/Concentration/Elective Course	3	
Total	18	126

Notes:

- Students will be able to complete the STR major in three years under the following conditions:
 - Complete 18 credits each semester as well as 9 credits in two summer sessions