

## BUTLER UNIVERSITY • DEPARTMENT OF THEATRE

### B.A. IN THEATRE PLUS A SECONDARY MAJOR IN STRATEGIC COMMUNICATION (STR)

- The B.A. degree in Theatre requires 124 credits.
  - 40 hours must be 300 or 400-level courses.
  - All theatre majors have Arts Event Attendance Requirements; for details, check <https://www.butler.edu/jca/for-current-students>.
- The double major of Theatre and Strategic Communication will fulfill the following Areas of Inquiry in the University Core Curriculum: Perspectives of the Creative Arts and The Social World. In addition, the B.A. Theatre curriculum fulfills the Indianapolis Community Requirement the and Social Justice and Diversity requirement of the Butler University Core Curriculum; theatre majors are exempted from the Butler Cultural Requirement because of the arts event attendance requirements for all arts majors.
- The student will be assigned a Strategic Communication advisor in addition to their Theatre advisor.

#### **Semester 1**

TH 100	Professional Theatre Pract	1
TH 101	Professional Theatre Lab	0
TH 111	Acting 1	3
TH 121	Stage Movement 1	2
TH 130	Production Fundamentals	2
TH 150-ICR	Idea of Theatre	3
FYS 101	First Year Seminar	3
STR 128	Promotional Writing 1	3
TOTAL Credit Hours:		17

#### **Semester 2**

TH 100	Professional Theatre Pract	1
TH 101	Professional Theatre Lab	0
TH 112	Acting 2	3
TH 122	Voice for the Actor 1	2
TH 250	Text Analysis	3
FYS 102	First Year Seminar	3
STR 222	Principles of Strat Comm Language Elective** (see note)	3 3
TOTAL Credit Hours:		18

#### **Semester 3**

TH 300	Professional Theatre Pract	1
TH 232/331/335	TH Design Course	3
TH _____	Theatre Electives	2
GHS _____	Global and Historical Studies	3
COM 101	Rhetoric & the Am Democracy	3
STR 228	Promotional Writing 2	3
STR 251	Design & Prod for Strat Com	3
TOTAL Credit Hours:		18

#### **Semester 4**

TH 300	Professional Theatre Pract	1
TH 301	Professional Theatre Lab	0
TH 232/331/335	TH Design Course	3
TH _____	Theatre Electives	3
TI _____	Texts and Ideas	3
GHS _____	Global and Historical Studies	3
STR 324	Ethics & Case Problems in STR	3
SW 266-CCM	Media Literacy	3
TOTAL Credit Hours:		19

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**Semester 5**

TH 300	Professional Theatre Pract	1
TH 301	Professional Theatre Lab	0
TH 232,331,335	TH Design Course	3
TH 351/2-SJD	Amer Theatre History 1/2	3
TH _____	Theatre Elective	1
PWB _____	Physical Well Being	1
STR 327	Research Methods for STR	3
_____	Media Law Elective	3
TOTAL Credit Hours:		15

**Semester 6**

TH 451/2/3	Critical Perspectives 1/2/3	3
TH _____	Theatre Electives	3
AR ____	Analytic Reasoning	3
STR 329	Strategic Media Planning	3
_____	Specialization Course	3
_____	CC Elective from approved list*	3
TOTAL Credit Hours:		18

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**Semester 7**

TH 441	Stage Directing 1	3
TH 490	Senior Capstone in Theatre	1
NW _____	The Natural World	5
STR 424-ICR	Public Comm Campaigns	3
STR _____	Elective	3
_____	Specialization Course	3
TOTAL Credit Hours:		18

**Semester 8**

TH 300	Professional Theatre Pract	1
TH 301	Professional Theatre Lab	0
TH 491-99	Capstone Project, Internship	1
STR 440/441	Strategic Comm Internship	3-6
_____	International Comm Elec	3
_____	Communication Theory Elective	3
_____	Specialization Course	3
TOTAL Credit Hours:		14-17

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## SUMMARY

### **REQUIRED THEATRE COURSES:**

TH 100	Professional Theatre Practices (first-year)	2 (1,1)
TH 101	Professional Theatre Lab (first-year: 2 sem)	0,0
TH 300	Professional Theatre Practices (soph,jr,sr)	4 (1,1,1,1)
TH 301	Professional Theatre Lab (soph,jr,sr: 3 sem)	0,0,0
TH 111	Acting 1	3
TH 112	Acting 2	3
TH 121	Stage Movement 1	2
TH 122	Voice for the Actor 1	2
TH 130	Production Fundamentals	2
TH 150-ICR	Idea of Theatre	3
TH 232	Stage Lighting 1	3
TH 250	Text Analysis	3
TH 331	Scenography	3
TH 335	Costume Design	3
TH 351,352-SJD	American Theatre History 1,2	3
TH 441	Stage Directing 1	3
TH 451,452,453	Critical Perspectives of Theatre 1,2,3	3
TH 490	Senior Capstone in Theatre	1
TH 491-499	Capstone Project, Internship, or Thesis	1+
Theatre Electives		9
	<b>TOTAL</b>	<b>53</b>

### **UNIVERSITY CORE CURRICULUM:**

FYS 101,102	First Year Seminar	3,3
GHS _____	Global and Historical Studies	3,3
AR _____	Analytic Reasoning	3
NW _____	The Natural World	5
TI _____	Texts and Ideas	3
PWB _____	Physical Well-Being	1
	<b>TOTAL</b>	<b>24</b>

### **COURSES REQUIRED FOR THE STRATEGIC COMMUNICATION MAJOR:**

COM 101	Rhetoric and the American Democracy	3
SW 266-CCM	Media Literacy	3
Communication and Culture elective from approved list*		3
Language**	3 hours at the 204 level or above	3

*NOTE: The 204-level of a language represents the second semester of intermediate study; most students will require 3-4 semesters of language study to fulfill this requirement.*

STR 128	Promotional Writing 1	3
STR 222	Principles of Strategic Communication	3
STR 228	Promotional Writing 2	3
STR 251	Design and Production for Strategic Comm	3
STR 324	Ethics and Case Problems in Strategic Comm	3
STR 327	Research Methods for Strategic Comm	3
STR 329	Strategic Media Planning	3
STR 424-ICR	Public Communication Campaigns	3

STR 440,441	Strategic Communication Internship	3-6
ONE STR elective from the following:		3
STR 321	Advertising Practices	
STR 322	Advertising Copywriting	
STR 328	Public Relations Writing	
STR 332	Advertising Campaigns (AAF National Student Adv Comp)	
STR 341	Bateman Case Study Competition	
STR 342	Strategic Communication for Nonprofits	
STR 351	Advanced Graphic Design for Strategic Comm	
STR 355	Photo Graphic Communication	
STR 356	Sports Promotion	
STR 357	Hospitality and Tourism Promotion	
STR 359	Video Graphic Communication	
STR 415	Strategic Crisis Communication	
STR 426	Special Topics in Strategic Communication	

ONE course in Media Law from the following (or current equivalents): 3

JR 414	Media Law
MI 452	Entertainment Media and the Law

ONE course in International Communication from the following (or current equivalents): 3

JR 325	Gender and News: Global Views (can fulfill the Communication and Culture requirement)
JR 417	Global Media (can fulfill the Communication and Culture requirement)
STR 405	Global Strategic Communication

ONE course in Communication Theory from the following (or current equivalents): 3

CCM 310	Media and Cultural Theory
CCM 315	Rhetorical Theory
STR 419	Consumer Insights
STR 422	Consumer Culture Theory

**TOTAL**

**51-54**

Strategic Communication majors are encouraged to specialize in Advertising, Public Relations, or Advertising Creative Design, each of which requires an additional 9 credits (shown in the 8-semester plan above):

**Advertising Specialization:**

STR 321	Advertising Practices	3
TWO courses chosen from the following:		3,3
STR 322	Advertising Copywriting	
STR 332	Advertising Campaigns (AAF National Student Adv Comp)	
STR 355	Photo Graphic Communication	
STR 356	Sports Promotion	
STR 357	Hospitality and Tourism Promotion	
STR 359	Video Graphic Communication	
STR 426	Special Topics in Strategic Communication	

**Public Relations Specialization:**

STR 328	Public Relations Writing	3
TWO courses chosen from the following:		3,3
AA 301	Principles and Practices of Arts Administration	
CCM 398	Argumentation and Advocacy	
CCM 470	Sports, Media, and Culture (can fulfill the Communication and Culture requirement)	
ORG 358	Communication and Social Responsibility	

STR 341	Bateman Case Study Competition
STR 342	Strategic Communication for Nonprofits
STR 355	Photo Graphic Communication
STR 357	Hospitality and Tourism Promotion
STR 359	Video Graphic Communication
STR 415	Strategic Crisis Communication
STR 426	Special Topics in Strategic Communication

***Advertising Creative Design Specialization:***

STR 351	Advanced Graphic Design for Strat Comm	3
TWO courses chosen from the following:		3,3
STR 355	Photo Graphic Communication	
STR 359	Video Graphic Communication	
Any design-focused course approved by your advisor (STR, ART, DMP, etc.)		

***\*The following courses are approved to fulfill the Communication and Culture Course Requirement:***

CCM 254	Gender and Communication	3
CCM 330	Representations of Race & Diff	3
CCM 376	Film, Culture, and Criticism	3
CCM 420	Queering Film	3
CCM 468	Women and Rock	3
CCM 470	Sports, Media, and Culture	3
CCM 481	Technologies of the Body	3
CCM 482	Voices of Dissent & Social Change	3
JR 325	Gender and News: Global Views	3
JR 417	Global Media	3
SLHS 338	Language and Culture	3
STR 405	Global Strategic Communication	3