

STRATEGIC COMMUNICATION, BA

Code	Title	Credits
Strategic Communication		41
<i>Foundation Courses</i>		
JMC-101	COMMUNICATION TODAY	
JMC-110	PROFESSIONAL WRITING I	
JMC-111	PROFESSIONAL WRITING II	
JMC-300	MEDIA LAW AND ETHICS	
JMC-399	COMMUNICATIONS RESEARCH METH	
<i>Survey Courses - take one:</i>		
SC-210	SOCIAL MEDIA IN SOCIETY/BUSINESS	
SC-320	PRINC & PRACT OF PUB RELATIONS	
SC-330	THE ADVERTISING CAMPAIGN	
SC-420	PUBLIC RELATIONS CAMPAIGNS	
<i>Writing and Storytelling - take two:</i>		
SC-220	DIGITAL CONTENT & ENGAGEMENT	
SC-301	STRATEGIC WRITING & PROFESSIONAL COMM	
SC-340	ADVERTISING COPYWRITING:FINDING YOUR VOICE	
SC-341	MULTIMEDIA COPYWRITING	
SC-450	STORYTELLING WITH DATA	
JMC-201	NEWSWRITING & REPORTING I	
JMC-411	WRITING FOR ADVOCACY	
<i>Production - take one:</i>		
JMC-245	VIDEO PRODUCTION	
JMC-251	INTRO TO GRAPHIC DESIGN	
<i>Engagement - take one:</i>		
SC-303	DIGITAL MARKETING	
SC-304	SOCIAL MEDIA STRATEGY & ENGAGEMENT	
SC-305	MEASUREMENT:SEO/SEM/ANALYTICS	
<i>Elective - take any elective course from JMC or SC without duplicating required courses</i>		
<i>Capstone Courses</i>		
SC-497A	SYNAPSE:SYMPHONIC THINKING IN ACTION	
SC-499	COMPREHENSIVE EXPERIENCE	
Out of Major Cognate		9
MKT-301	PRINCIPLES OF MARKETING	
MKT-302	CONSUMER BEHAVIOR	
COM-102	EFFECTIVE SPEAKING & PRESENTATIONS	
Modern Language ¹		3
General Education Requirements ²		37
General Electives (enough to reach 120 credits)		30
Total Credits		120

¹ Language must be at the 202 level and may be modern or classical (Latin). Students not prepared to begin at this level will need to take additional courses. Those additional courses will count as general electives.

² The Jandoli School of Communication requires MATH-107 or MATH-135 to satisfy the University's Quantitative Literacy General Education Requirement.

NOTE: Students must complete internship requirements totaling 400 hours either on- or off-campus under the guidance of the Jandoli School internship coordinator. Transfer students must complete 100 hours for each year they are on campus.

Students must take a minimum of 72 hours outside of JMC or SC coursework per ACEJMC guidelines.

First Year			
Fall	Credits	Spring	Credits
JMC-101		3 JMC-111	3
JMC-110		3 ENG-102	3
ENG-101		3 PHIL-104	3
SBU-101		2 THFS-101	3
SBU-102		1 Modern Language ¹	3
Modern Language ¹		3	
		15	15
Second Year			
Fall	Credits	Spring	Credits
JMC-201		3 SC-210	3
JMC-245		3 SC-220	3
General Education Natural Science with Lab		4 General Education Social Science Requirement	3
General Education Philosophy Requirement		3 General Education Quantitative Reasoning Requirement ²	3
Modern Language ¹		3 Modern Language ¹	3
		16	15
Third Year			
Fall	Credits	Spring	Credits
COM-102		3 General Education THFS Requirement	3
MKT-301		3 MKT-302	3
SC-304		3 SC-341	3
General Education History Requirement		3 General Education VIPA Requirement	3
General Education Writing Designation Requirement		3 General Education Diversity Requirement	3
		15	15
Fourth Year			
Fall	Credits	Spring	Credits
JMC-300		3 SC-499	2
SC-497A		6 ENG-325	3
JMC-399		3 ENG-213	3
General Elective		3 WS-313	3
		General Elective	3
		15	14
Total Credits 120			

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