

STRATEGIC COMMUNICATION, BA

Code	Title	Credits
Strategic Communication		47
JMC-101	COMMUNICATION TODAY	
JMC-110	PROFESSIONAL WRITING I: STYLE	
JMC-111	PROFESSIONAL WRITING II:CRAFT	
JMC-201	REPORTER'S NARRATIVE: STYLE	
JMC-202	REPORTER'S NARRATIVE: CRAFT	
JMC-245	VIDEO PRODUCTION	
JMC-300	MEDIA LAW	
JMC-399	COMMUNICATIONS RESEARCH METH	
SC-210	SOCIAL MEDIA IN SOCIETY/BUSINESS	
SC-220	DIGITAL PORTFOLIO & CAREER READINESS	
SC-302	GLOBAL MARKETING & COMMUNICATION	
SC-303	DIGITAL MARKETING	
SC-497	Agency Experience: Synapse I	
SC-499	COMPREHENSIVE EXPERIENCE	
JMC/SC elective		
Modern Language ¹		3
General Education Requirements		37
Political Science		3
Select one of the following:		
POLS-103	INTERNATIONAL RELATIONS	
POLS-330	INT'L POLITICAL ECONOMY	
IS-101	INTRO TO INTERNATIONAL STUDIES	
Business		12
MKT-301	PRINCIPLES OF MARKETING	
MKT-302	CONSUMER BEHAVIOR	
MGT-301	MGMT & ORGANIZA.BEHAVIOR	
Select one of the following:		
ECO-101	MICROECONOMIC PRINCIPLES	
ECO-102	MACROECONOMIC PRINCIPLES	
BUS-101	ELEMENTS OF BUSINESS	
General Electives		18
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.

First Year		
Fall	Credits Spring	Credits
SBU-101	2 ENG-102	3
ENG-101	3 JMC-111	3
JMC-101	3 JMC-245	3
JMC-110	3 THFS-101	3
Modern Language ¹	3 SC-210	3
SBU-102	1	
		15

Second Year		
Fall	Credits Spring	Credits
JMC-201	3 JMC-202	3
MATH-107 or 135 ²	3 JMC-300	3
MKT-301	3 Select one of the following:	3
SC-302	3 POLS-103	
PHIL-104	3 POLS-330	
IS-101		
JMC-399		3
General Education Requirement		3
		15

Third Year		
Fall	Credits Spring	Credits
SC-220	3 Select one of the following:	3
MGT-301	3 ECO-101	
MKT-302	3 ECO-102	
SC-303	3 BUS-101	
General Education Requirement	3 JMC/SC Elective	3
General Electives		6
General Education Requirements		3
		15

Fourth Year		
Fall	Credits Spring	Credits
SC-497	6 General Electives	6
SC-499	2 General Electives	9
General Education Requirement	3	
General Electives	4	
		15

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.