

Strategic Communication (with AD/PR, ORG.COMM/PR)

Degree Audit

2021-2022

Requirements	Hours	Hrs Complete & Grade	Hours in Progress	Hours Needed
MASS 101: Media and Society	3			
COMM 110: Human Communication*	3			
COMM 230: Comm Theory & Research I*	3			
Media Skills: Choose ONE from: MASS 111, 123, 150, 375; GRPH 201, 350				
	3			

Choose **THREE Electives** from COMM or MASS with advisor approval
(minimum of 6 hours at 300-400 level)

Elective	Hours	Hrs Complete & Grade	Advisor Approval
	3		
	3		
	3		

Approved Minor, Certificate, or Cognate (must include at least one course at the 200-level or higher)

	Hours	Hrs Complete & Grade	Advisor Approval
	3		
	3		
	3		

Choose **ONE track** from Advertising/PR or Organizational Communication/PR

Advertising/Public Relations Track:

MASS 207: Media Writing I	3			
MASS 225: Intro to Advertising	3			
MASS 230: Intro To Public Relations	3			
MASS 397/497: Media Internship	3			
MASS 410: Ad/PR Campaigns OR COMM 413: Health Campaigns OR COMM 322/422: Fifth Street Consulting	3			

OR

Organizational Communication/Public Relations Track:

COMM 211: Organizational Comm	3			
MASS 230: Intro to Public Relations	3			
COMM 301: Group Discussion & Leadership OR COMM 330: Crisis Communication	3			
COMM 397/497: Internship	3			
COMM 420: Business Comm Seminar	3			

Junior Core

MASS 420: Media Law & Ethics	3			
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Capstone

MASS 430: Capstone in Media & Communication	3			
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*Course name change for COMM 110: Interpersonal Comm, COMM 230: Comm Theory & Research I

Each major must include at least 18 hours of 300-400 level credit that are not applied toward any additional majors.