

# 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: Interpersonal Comm	3			
COMM 230: Human Comm Theory	3			
<b>Media Skills:</b> Choose <b>ONE</b> 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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Each major must include at least 18 hours of 300-400 level credit that are not applied toward any additional majors.