

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

Degree Audit

2019-2020

Requirements	Hours	Hours Complete and Grade	Hours in Progress	Hours Needed
MASS 101: Media and Society	3			
COMM 110: Interpersonal Comm	3			
COMM 230: Human Comm Theory	3			

Media Skills: Choose **ONE** from: MASS 111, 123, 150, 375; GRPH 201, 350 (previously 250)

	3			
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Choose **THREE Electives** from COMM or MASS with advisor approval
(minimum 6 hours at 300-400 level)

Elective	Hours	Hours and Grade	Advisor Approval
	3		
	3		
	3		

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

	Hours	Hours 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	3			

Junior Core:

MASS 420: Media Law & Ethics	3			
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Capstone:

MASS 430 Capstone	3			
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OR

Organizational Communication/Public Relations Track:

COMM 211: Organizational Comm	3			
MASS 230: Intro to Public Relations	3			
COMM 301 or 330	3			
COMM 311 or 411: Org Dev/Train Dev	3			
COMM 420: Business Comm Seminar	3			

Junior Core

MASS 420: Media Law & Ethics	3			
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Capstone

COMM 497: Internship	3			
COMM 499: Post-Internship Seminar	3			

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