




ACADEMIC MAP

Strategic Communication, A.A.S.

Semester 1

COURSE	CR	COMMENTS
COLL 101 ORIENTATION TO COLLEGE	1	
ENGL 101 ~COMPOSITION 1	3	
MATH 120 QUANTITATIVE LITERACY	3	
COMM 105 INTRODUCTION TO MASS MEDIA	3	
CMS 110 BASIC NEWSWRITING	3	
COMM 111 ~FUNDAMENTALS OF SPEECH	3	
TOTAL:	16	



The **Associate of Applied Science in Strategic Communication** is a

valuable transfer degree that enables you to write and synthesize information into coherent pieces; demonstrate an

appreciation of theory and practice of visual communication, photojournalism, online media and digital media; formulate questions and develop principled conclusions in interviewing sources and covering public affairs; and uphold the responsibilities of a free press with commitment to accuracy, fairness, depth and social conscience.

Semester 2

COURSE	CR	COMMENTS
CS 101 INTRO TO PC APPLICATIONS	4	
ENGL 102 ~COMPOSITION 2	3	
COMM 202 INTERPERSONAL COMMUNICATION	3	
CMS 215 MEDIA WRITING	3	
CMS 220 PHOTOGRAPHY	3	
TOTAL:	16	



MILESTONE COURSE: These

courses are the keys to graduation.

Courses should be taken in the recommended semesters to stay on time for completion.




CAREER PLANNING: If you want

to work in broadcasting, journalism, public relations, human resources, advertising, graphic design, or education, this degree

can help you launch a successful career. As a communication professional, you shape the way people share, receive, and process information. The Bureau of Labor Statistics estimates that roughly 27,400 new positions will open in the field by 2024



Semester 3

COURSE	CR	COMMENTS
CMS 117 INTRO TO SOCIAL MEDIA MGMT	3	
DRAF 122 FUNDAMENTALS OF 3D STUDIO MAX	3	
CMS 218 NEWS REPORTING	3	
CMS 225 MEDIA DESIGN I	1	
HUMAN INQUIRY AND THE PAST GENERAL EDUCATION ELECTIVE	3	
TOTAL:	13	

2+2 with WVU Parkersburg

Finish your Associate degree here and seamlessly transfer to the WVU Parkersburg Bachelor of Applied Science in Communications and Media Studies.

Semester 4

COURSE	CR	COMMENTS
PHIL 150 INTRODUCTION TO ETHICS	3	
CMS 217 ADVANCED SOCIAL MEDIA MGMT	3	
CMS 230 FUND OF STRATEGIC COMM	3	
CMS 239 BROADCAST NEWS WRITING	3	
CMS 240 MULTIMEDIA REPORTING	3	
TOTAL:	15	



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

TOTAL DEGREE CREDITS:

60

2021-2022

General Education Courses



To ensure breadth and depth as students meet these broad education goals, the curriculum focuses on six academic "strands."

Composition & Rhetoric	Science & Technology	Math & Quantitative Skill	Society, Diversity & Connections	Human Inquiry & the Past	The Arts and Creativity
ENGL 101	ASTR 106	MATH 120 *	COMM 105	HIST 101	History & Literature of the Arts
ENGL 102	BIOL 101 & BIOL 103 L	MATH 121	COMM 111	HIST 102	
ENGL 107*	BIOL 102	MATH 125 *	COMM 112	HIST 152	ART 101
ENGL 108*	BIOL 104 L	MATH 126	ECON 201	HIST 153	ART 105
	BIOL 107 *	MATH 128	ECON 202	HIST 250 *	ART 106
	BIOL 108 *	MATH 129	FREN 101	PHIL 111	MUSI 170
	BIOL 109 *	MATH 150	FREN 102	PHIL 150 *	THEA 101
	BIOL 115	MATH 155	GEOG 102	PHIL 170	Literature
	BIOL 117	MATH 156	GEOG 240		ENGL 131
	BIOL 171	MATH 211	POLS 102		ENGL 132
	CHEM 111		POLS 220		ENGL 221
	CHEM 115		PSYC 101		ENGL 222
	CHEM 116		PSYC 241		ENGL 241
	CS 101		RELI 231		ENGL 242
	GEOL 101 & GEOL 102 L		SOC 101		ENGL 261
	GEOL 103 & GEOL 104 L		SOC 105		ENGL 262
	GEOL 105 & GEOL 105 L		SOC 221		ENGL 285
	PSCI 111		SOC 232		Applied Arts
	PSCI 112		SPAN 101		ART 109
	PHYS 101		SPAN 102		THEA 102
	PHYS 102				Creative Writing
	PHYS 111				ENGL 213
	PHYS 112				ENGL 214
					ENGL 215

* Serves technical and professional degree programs specific to WVU Parkersburg. Does not transfer to WVU as General Education (March 2018).