

# ACADEMIC MAP

Communication & Media Studies - Strategic Communication, BAS



## Semester 1

COURSE	CR	COMMENTS
COLL 101 ORIENTATION TO COLLEGE	1	
ENGL 101 ~COMPOSITION 1	3	
COMM 105 INTRODUCTION TO MASS MEDIA	3	
CMS 110 BASIC NEWSWRITING	3	
HUMAN COMMUNICATION AND INTERACTION ELECTIVE	3	
QUANTITATIVE REASONING ELECTIVE	3	
<b>TOTAL:</b>	<b>16</b>	



The **Bachelor of Applied Science in Communication and Media Studies with a concentration in Strategic Communication** is a four year program that prepares students for a career in

advertising, marketing, public relations or corporate management. The curriculum concentrates on the relationship between organizational communication and the globalized market. You will learn theories and best practices to real-world problems in order to develop effective communication strategies. You will also be introduced to social media strategies and metrics.

## Semester 2

COURSE	CR	COMMENTS
SCIENTIFIC INQUIRY ELECTIVE	4	
HUMAN COMMUNICATION AND INTERACTION ELECTIVE	3	
DRAF 122 FUNDAMENTALS OF 3D STUDIO MAX	3	
ENGL 102 ~COMPOSITION 2	3	
CMS 215 MEDIA WRITING	3	
CMS 220 PHOTOGRAPHY	3	
<b>TOTAL:</b>	<b>19</b>	



**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 or graphic design, a communication degree

## Semester 3

COURSE	CR	COMMENTS
CMS 117 INTRO TO SOCIAL MEDIA MGMT	3	
CMS 218 NEWS REPORTING	3	
CMS 225 MEDIA DESIGN I	1	
CMS 230 FUND OF STRATEGIC COMM	3	
AESTHETICS, CREATIVITY, AND APPRECIATION	3	
<b>TOTAL:</b>	<b>13</b>	

can help you launch a successful career. As a communication professional, you shape the way people share, receive, and process information — an invaluable role that will always be in demand. In fact, the Bureau of Labor Statistics (BLS) estimates that roughly 27,400 new positions will open up in the field before 2024.



**CAPSTONE COURSE:**

The capstone is a semester-long project that prepares you for the workforce by perfecting your resume, assessing student learning

## Semester 4

COURSE	CR	COMMENTS
DRAF 122 FUNDAMENTALS OF 3D STUDIO MAX	3	
PEOPLE AND THEIR WORLDS ELECTIVE	3	
CMS 217 ADVANCED SOCIAL MEDIA MGMT	3	
CMS 239 BROADCAST NEWS WRITING	3	
CMS 240 MULTIMEDIA REPORTING	3	
<b>TOTAL:</b>	<b>15</b>	

outcomes, and preparing a portfolio of student work.



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

**TOTAL DEGREE CREDITS:**

# 123

# ACADEMIC MAP

Communication & Media Studies - Strategic Communication, BAS



## Semester 5

COURSE	CR	COMMENTS
CMS 226 MEDIA DESIGN II	1	
MKTG 230 PRINCIPLES OF MARKETING	3	
COMM 304 HUMAN COMM/RATIONAL DECISIONS	3	
CMS 317 SOCIAL MEDIA CAMPAIGNS	3	
CMS 360 DIGITAL IMAGING	3	
PHIL 150 INTRODUCTION TO ETHICS	3	
<b>TOTAL:</b>	<b>16</b>	



The **Bachelor of Applied Science in Communication and Media Studies with a concentration in Strategic Communication** is a four year program that prepares students for a career in

advertising, marketing, public relations or corporate management. The curriculum concentrates on the relationship between organizational communication and the globalized market. You will learn theories and best practices to real-world problems in order to develop effective communication strategies. You will also be introduced to social media strategies and metrics.

## Semester 6

COURSE	CR	COMMENTS
PEOPLE AND THEIR WORLDS ELECTIVE	3	
QUANTITATIVE REASONING ELECTIVE	3	
FREE ELECTIVE	1	
COMM 308 NONVERBAL COMMUNICATION	3	
CMS 410 GRAPHIC DESIGN	3	
CMS 437 STRATEGIC COMMUNICATION WRITING/CASE STUDIES	3	
<b>TOTAL:</b>	<b>16</b>	



**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 or graphic design, a communication degree

can help you launch a successful career. As a communication professional, you shape the way people share, receive, and process information — an invaluable role that will always be in demand. In fact, the Bureau of Labor Statistics (BLS) estimates that roughly 27,400 new positions will open up in the field before 2024.

## Semester 7

COURSE	CR	COMMENTS
MKTG 341 ADVERTISING	3	
COMM 404 PERSUASION THEORY & RESEARCH	3	
CMS 428 MEDIA ETHICS & LAW	3	
AESTHETIS, CREATIVITY AND APPRECIATION ELECTIVE	3	
SCIENTIFIC INQUIRY ELECTIVE	4	
<b>TOTAL:</b>	<b>16</b>	



**CAPSTONE COURSE:** The capstone is a semester-long project that prepares you for the workforce by perfecting your resume, assessing student learning

outcomes, and preparing a portfolio of student work.

## Semester 8

COURSE	CR	COMMENTS
COMM 306 HUMAN COMM IN ORG & INSTITU	3	
COMM 316 INTERCULTURAL COMMUNICATION	3	
CMS 439 (CAPSTONE) STRATEGIC COMMUNICATION CAMPAIGN MGMT.	3	
CMS 440 COMMUNICATION & MEDIA STUDIES INTERNSHIP	3	
<b>TOTAL:</b>	<b>12</b>	



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

**TOTAL DEGREE CREDITS:**

# 123

# Foundational Learning Courses (FLCs):

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

<b>Aesthetics, Creativity, and Appreciation</b>	<b>Human Communication and Interaction</b>	<b>People and Their Worlds</b>	<b>Quantitative Reasoning</b>	<b>Scientific Inquiry</b>	<b>Writing and Rhetoric</b>
ART-101	COMM-105	ECON-201	MATH-120	ASTR-106 BIOL-101	ENGL-101
ART-111	COMM-111	ECON-202	MATH-125	BIOL-102	ENGL-102
ENGL-131	COMM-112	GEOG-102	MATH-126	BIOL-103	ENGL-107
ENGL-132	COMM-202	HIST-101	MATH-211	BIOL-104	
ENGL-221		HIST-102		BIOL-107	
ENGL-222		HIST-152		BIOL-108	
ENGL-241		HIST-153		BIOL-109	
ENGL-242		HIST-250		BIOL-115	
ENGL-257		PHIL-111		BIOL-117	
ENGL-261		PHIL-150		BIOL-171	
ENGL-262		PHIL-231		CHEM-111	
ENGL-285		POLS-101		CHEM-115	
MUSI-170		POLS-102		CHEM-116	
THEA-101		PSYC-101		GEOL-101	
		PSYC-241		GEOL-102	
		SOC-101		GEOL-103	
		SOC-107		GEOL-104	
		SOC-221		GEOL-105	
				PSCI-101	
				PSCI-111	
				PSCI-112	
				PHYS-101	
				PHYS-102	
				PHYS-111	