

# ACADEMIC MAP

Strategic Communication, A.A.S.



## 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 **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
HUMAN COMMUNICATION AND INTERACTION ELECTIVE	3	
SCIENTIFIC INQUIRY ELECTIVE	4	
ENGL 102 ~COMPOSITION 2	3	
CMS 215 MEDIA WRITING	3	
CMS 220 PHOTOGRAPHY	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, graphic design, or education, this 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. The Bureau of Labor Statistics estimates that roughly 27,400 new positions will open in the field by 2024

### 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
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>	



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

## TOTAL DEGREE CREDITS:

# 60

2022-2023

# 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	