

# STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF ARTS (BA)

## PROGRAM LEARNING OUTCOMES

### Strategic COMMUNICATION and media, BA

- **Research & Analysis:** Demonstrate knowledge and proficiency in research and analysis relevant to the communication discipline.
- **Applied Skills:** Develop additional communication competencies through course selection within their degree requirements and through free electives. These additional competencies may include: design skills, media production skills, intercultural skills, journalistic skills, and public relations writing skills; or skills related to a minor program of study.
- **Advanced Skills: Knowledge of Communication Discipline:** Develop knowledge and understanding of the history, evolution, and fundamental theories of the discipline of communication.

### STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

## RELATED LINKS

Strategic Communication and Media, BA Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-studies/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)

## CURRICULUM GUIDE

### GPA REQUIREMENT

Major GPA: 2.0 or higher  
Overall GPA: 2.0 or higher

### SUMMARY\*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Modern Language Requirement	0-9
	Other Basic Requirements	0-3
	Computer Competency	0-3
	Major Requirements	39
	Electives	39

\* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

### ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
<b>The Rock</b>		
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
<b>Integrated Inquiry</b>		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<i>Humanities Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<i>Social Science Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
<b>Thematic Thread</b>		
Select 12 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> ) <sup>2</sup>		12
<b>Total Hours</b>		<b>42</b>

- 1 Course offered in multiple subjects; cannot take course in first major subject.
- 2 One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

### BA Modern Language Requirement

BA degree requires language proficiency at the 103 class level. Exemption by placement or examination is possible.

Code	Title	Hours
	Complete 0-9 credits	0-9
<b>Total Hours</b>		<b>0-9</b>

## Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
<b>Total Hours</b>		<b>0-3</b>

## Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
<b>Total Hours</b>		<b>0-3</b>

## DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

## MAJOR REQUIREMENTS

- Students must earn a minimum grade of "C" in COMM 110, COMM 310, and COMM 413. At least 40 % (48 hours) of the entire degree and 50% (20 hours) of courses in the major must consist of upper level coursework.
- Students must complete 50% of credits required for the major from a PASSHE university.
- 20 major credits must be taken at SRU or PASSHE
- 20 major credits must be taken at the 300 level or above

Code	Title	Hours
<b>Strategic Communication &amp; Media Core</b>		
COMM 110	Communication Concepts <sup>1,2</sup>	3
COMM 310	Communication Research Methods <sup>1,2</sup>	3
COMM 413	Communication Theory <sup>1</sup>	3
COMM 497	Senior Capstone Seminar <sup>1</sup>	3
Subtotal		12
<b>Strategic Communication &amp; Media Requirements</b>		
Select 9 credits of the following:		9
COMM 215	Small Group Communication <sup>1</sup>	
COMM 303	Communication and Media Ethics <sup>1</sup>	
COMM 312	Argumentation <sup>1</sup>	
COMM 314	Interpersonal Communication <sup>1</sup>	
COMM 315	Organizational Communication <sup>1</sup>	
COMM 410	Communication Law <sup>1,2</sup>	

COMM 415	Persuasion <sup>1</sup>	
Subtotal		9
<b>Strategic Communication &amp; Media Electives</b>		
Select any six additional Strategic Communication & Media courses. At least 2 must be at the 300-level or above.		18
Subtotal		18
<b>Total Hours</b>		<b>39</b>

<sup>1</sup> Course counts for 50% of Major and Major GPA

<sup>2</sup> A grade of 'C' or higher must be earned in these courses

\* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

## Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION AND MEDIA- BA (2 15)

This program is effective as of Summer 2022

Revision date: 04.15.22

UCC: 3.1.2022

## RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	3
COMM 110	Communication Concepts	3
Communication Elective		3
ENGL 102	Critical Writing	3
Creative & Aesthetic Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
ESAP 101	FIRST Seminar <sup>*</sup>	1
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
COMM 200	Civil Discourse: Theory & Practice	3
Communication Elective		3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Modern Language Requirement		3
<b>Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
Communication Elective		3
Modern Language Requirement		3

SCI 101 or SCI 102	Science of Life or Understanding the Physical World	3
Social Science Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Elective		3
Declare a Thematic Thread <sup>2</sup>		
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Communication Elective		3
Modern Language Requirement		3
Humanities Inquiry		3
SCI 102 or SCI 101	Understanding the Physical World or Science of Life	3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
COMM 310	Communication Research Methods	3
Communication Elective		3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		6
Electives		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Communication Studies Requirement		3
Communication Elective		3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Electives		6
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
Communication Studies Requirement		6
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/</a> )		3
Electives		6
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 413	Communication Theory	3
COMM 497	Senior Capstone Seminar	3
Electives		9
<b>Hours</b>		<b>15</b>
<b>Total Hours**</b>		<b>121</b>

courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

\* Students are encouraged to take ESAP 101 as a Free Elective.

Major Code: 2 15

Revision date: 05.03.2022

\*\* This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing