

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF ARTS (BA)

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 |
|--|--|-------|
| The Rock | | |
| SUBJ 139 | Foundations of Academic Discovery ¹ | 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 |
| Integrated Inquiry | | |
| <i>Creative and Aesthetic Inquiry</i> | | |
| Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) | | 3 |
| <i>Humanities Inquiry</i> | | |
| Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) | | 3 |
| <i>Social Science Inquiry</i> | | |
| Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) | | 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 |
| Thematic Thread | | |

| | |
|--|----|
| Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) ² | 12 |
|--|----|

| | |
|--------------------|-----------|
| Total Hours | 42 |
|--------------------|-----------|

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 |
| Total Hours | | 0-9 |

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 | |
| Total Hours | | 0-3 |

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 | |
| Total Hours | | 0-3 |

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 |
|--|---|-----------|
| Strategic Communication & Media Core | | |
| COMM 110 | Communication Concepts ^{1,2} | 3 |
| COMM 310 | Communication Research Methods ^{1,2} | 3 |
| COMM 413 | Communication Theory ¹ | 3 |
| COMM 497 | Senior Capstone Seminar ¹ | 3 |
| Subtotal | | 12 |
| Strategic Communication & Media Requirements | | |
| Select 9 credits of the following: | | 9 |
| COMM 215 | Small Group Communication ¹ | |
| COMM 303 | Communication and Media Ethics ¹ | |
| COMM 312 | Argumentation ¹ | |
| COMM 314 | Interpersonal Communication ¹ | |
| COMM 315 | Organizational Communication ¹ | |
| COMM 410 | Communication Law ^{1,2} | |
| COMM 415 | Persuasion ¹ | |
| Subtotal | | 9 |
| Strategic Communication & Media Electives | | |
| Select any six additional Strategic Communication & Media courses. At least 2 must be at the 300-level or above. | | 18 |
| Subtotal | | 18 |
| Total Hours | | 39 |

¹ Course counts for 50% of Major and Major GPA

² 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

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