

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF ARTS (BA)

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
SUBJ 139	Foundations of Academic Discovery ¹	3
COMM 110	Communication Concepts	3
	Communication Elective	3
ENGL 102	Critical Writing	3
	Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
ESAP 101	FIRST Seminar *	1
Hours		16
Spring		
COMM 200	Civil Discourse: Theory & Practice	3
	Communication Elective	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
	Modern Language Requirement	3
Hours		15
Second Year		
Fall		
	Communication Elective	3
	Modern Language Requirement	3
SCI 101 or SCI 102	Science of Life or Understanding the Physical World	3
	Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
	Elective	3
	Declare a Thematic Thread ²	
Hours		15
Spring		
	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
Hours		15
Third Year		
Fall		
COMM 310	Communication Research Methods	3
	Communication Elective	3
	Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	6
	Electives	3
Hours		15

Spring

Communication Studies Requirement	3
Communication Elective	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
Electives	6
Hours	15

Fourth Year

Fall

Communication Studies Requirement	6
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
Electives	6
Hours	15

Spring

COMM 413	Communication Theory	3
COMM 497	Senior Capstone Seminar	3
Electives		9
Hours		15
Total Hours**		121

¹ Course offered in multiple subjects; cannot take course in first major subject.

² 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

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