

# STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN HEALTH COMMUNICATION

## 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
	Other Basic Requirements	0-3
	Computer Competency	0-3
	Major/Concentration Requirements	51
	Electives	27

\* 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

### Thematic Thread

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
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**Total Hours** 42

- <sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.
- <sup>2</sup> 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.

### 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/CONCENTRATION REQUIREMENTS

- 26 major credits must be taken at SRU or PASSHE
- 26 major credits must be taken at the 300 level or above

Code	Title	Hours
<b>Core Requirements</b>		
COMM 110	Communication Concepts <sup>1,2</sup>	3
COMM 263	Mass Media and Society <sup>1</sup>	3
COMM 310	Communication Research Methods <sup>1,2</sup>	3
COMM 410	Communication Law <sup>1,2</sup>	3
COMM 497	Senior Capstone Seminar <sup>1,2</sup>	3
Subtotal		15

<b>Health Communication Requirements</b>		
COMM 231	Principles of Integrated Marketing Communication & Public Relations	3
COMM 242 or COMM 256	Media Writing Message Preparation	3
COMM 270	Strategic Health Communication	3
HCAM 230	US Healthcare Systems	3
HCAM 300	Healthcare Systems: Global Perspectives and Analysis	3
COMM 303 or HCAM 275 or PHIL 325	Communication and Media Ethics Health Care Legal & Ethical Foundations Medical/Health Care Ethics	3
COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
COMM 370	Health Communication Cases and Strategies	3
COMM 431	PR and IMC Campaigns Capstone	3
COMM 450	Internship	3
Subtotal		30
<b>Electives</b>		
Select 6 credits from the following (at least one upper-division course is required):		6
COMM 228	Principles of Creative Advertising	
COMM 235	Introduction to Digital Design	
COMM 248	Interactive Multimedia 1	
COMM 307	Social Media	
COMM 315	Organizational Communication	
COMM 336	Media Relations and Crisis Communication	
COMM 364	Strategic Brand Communication	
COMM 407	Social Media Network Analytics	
COMM 415	Persuasion	
ENGL 327	Healthcare Writing	
HCAM 335	Current Topics in Health Care	
HLTH 311	International Health	
MRKT 230	Principles of Marketing	
Subtotal		6
<b>Total Hours</b>		<b>51</b>

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION & MEDIA- BS (2119)  
Concentration in Health Communication (HECO)  
This program is effective as of Summer 2022  
Revised 04.15.2022  
UCC 3.1.22

<sup>1</sup> Course counts for 50% of Major requirements 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.*