

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

## RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FIRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	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
	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
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
COMM 200	Civil Discourse: Theory & Practice	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
COMM 231	Principles of Integrated Marketing Communication & Public Relations	3
	Humanities 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
<b>Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
COMM 242 or COMM 256	Media Writing or Message Preparation	3
HCAM 230	US Healthcare Systems	3
SCI 101	Science of Life	3
	Elective	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
	Declare a Thematic Thread <sup>2</sup>	
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 270	Strategic Health Communication	3
SCI 102	Understanding the Physical World	3
	Health 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
	Elective	3
<b>Hours</b>		<b>15</b>

<b>Third Year</b>		
<b>Fall</b>		
COMM 310	Communication Research Methods	3
HCAM 300	Healthcare Systems: Global Perspectives and Analysis	3
	Health 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
	Elective	3
<b>Hours</b>		<b>15</b>

<b>Spring</b>		
COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
COMM 303 or HCAM 275	Communication and Media Ethics or Health Care Legal & Ethical Foundations	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>		
COMM 370	Health Communication Cases and Strategies	3
COMM 333	Writing for Public Relations and Integrated Marketing Communication	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>Spring</b>		
COMM 410	Communication Law	3
COMM 431	PR and IMC Campaigns Capstone	3
COMM 450	Internship	3
COMM 497	Senior Capstone Seminar	3
	Elective	3
<b>Hours</b>		<b>15</b>
<b>Total Hours**</b>		<b>121</b>

<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.

\*\* 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.

Major Code: 2119  
Concentration Code: HECO  
Revised: 05.03.2022