

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN INTEGRATED MARKETING COMMUNICATION

PROGRAM LEARNING OUTCOMES

Strategic COMMUNICATION and Media - INTEGRATED MARKETING COMMUNICATION, BS

- **Targeted Materials:** Produce appropriately targeted media materials in a variety of formats.
- **Understand the Roles of Marketing Tools:** Understand the role of public relations, advertising, and other promotional marketing tools in the integrated marketing communication mix.
- **Strategic Campaigns:** Demonstrate the ability to develop a research-based strategic integrated marketing communication plan tailored to a designated consumer profile.

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 - Integrated Marketing Communication, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-integrated-marketing/>)

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
	Other Basic Requirements	0-3

Computer Competency	0-3
Major/Concentration Requirements	57
Electives	21

* 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:		
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.

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/CONCENTRATION REQUIREMENTS

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

Code	Title	Hours
Core Requirements		
COMM 110	Communication Concepts ^{1,2}	3
COMM 263	Mass Media and Society ¹	3
COMM 310	Communication Research Methods ^{1,2}	3
COMM 410	Communication Law ^{1,2}	3
COMM 497	Senior Capstone Seminar ^{1,2}	3
Subtotal		15
IMC Requirements		
COMM 231	Principles of Integrated Marketing Communication & Public Relations ¹	3
COMM 256	Message Preparation ¹	3
COMM 307	Social Media	3
COMM 332	Case Studies in Public Relations and Integrated Communication ¹	3
COMM 333	Writing for Public Relations and Integrated Marketing Communication ^{1,2}	3
MRKT 230	Principles of Marketing	3
MRKT 333	Consumer Behavior ¹	3
MRKT 334	Advertising Management ¹	3
COMM 364	Strategic Brand Communication ¹	3
COMM 407	Social Media Network Analytics ¹	3
COMM 431	PR and IMC Campaigns Capstone ¹	3
Subtotal		33
Electives		
Select six credits from the following:		6

COMM 228	Principles of Creative Advertising ¹	
COMM 235	Introduction to Digital Design ¹	
COMM 248	Interactive Multimedia ¹	
COMM 254	Video Production ¹	
COMM 334	Publication Production ¹	
MRKT 338	E-Commerce ¹	
COMM 347	New-Media Journalism ¹	
COMM 405	Global Media ¹	
COMM 434	Advertising Production ¹	
COMM 459	Issues in Communication Technologies ¹	
Subtotal		6
Internship		
COMM 450	Internship ¹	3
	or MRKT 450	Internship
Total Hours		57

¹ Course counts for 50% of Major requirements 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 & MEDIA- BS (2119)

Concentration in Integrated Marketing (IMRK)

This program is effective as of Fall 2022

Revised 04.15.2022.

UCC 3.1.22

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FIRST Seminar*	1
SUBJ 139	Foundations of Academic Discovery ¹	3
Creative and Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Hours		16
Spring		
COMM 200	Civil Discourse: Theory & Practice	3
ENGL 104	Critical Reading	3

COMM 231	Principles of Integrated Marketing Communication & Public Relations	3
MATH 117	Quantitative Reasoning	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3

Hours 15

Second Year

Fall

COMM 256	Message Preparation	3
SCI 101	Science of Life	3
or SCI 102 or Understanding the Physical World		
IMC Elective		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

MRKT 230	Principles of Marketing	3
SCI 101	Science of Life	3
or SCI 102 or Understanding the Physical World		
IMC Elective		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3

Hours 15

Third Year

Fall

COMM 307	Social Media	3
COMM 310	Communication Research Methods	3
COMM 332	Case Studies in Public Relations and Integrated Communication	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3

Hours 15

Spring

COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
MRKT 333	Consumer Behavior	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Electives		6

Hours 15

Fourth Year

Fall

COMM 364	Strategic Brand Communication	3
COMM 410	Communication Law	3
MRKT 334	Advertising Management	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3

Hours 15

Spring

COMM 407	Social Media Network Analytics	3
COMM 431	PR and IMC Campaigns Capstone	3
COMM 450	Internship	3
COMM 497	Senior Capstone Seminar	3
Elective		3

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.

**** 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: IMRK
 Revised: 05.03.2022