

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

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

Concentration in Integrated Marketing (IMRK)

This program is effective as of Fall 2022

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UCC 3.1.22

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.*