

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

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