

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

Bachelor of Arts, Strategic Communication, Organizational/Corporate

Four-Year Academic Map 2019-2020

| YEAR 1 | Semester 1 Fall | | Semester 2 Spring | | Total | | |
|--------|---------------------------|---|-------------------|---------------------------|-------|---|---|
| | COMM 1301 or COMM 1303 | Media & Society or Writing for Communicators | 3 | COMM 1303 or COMM 1301 | | Writing for Communicators or Media and Society | 3 |
| | ENGL 1303 | First Year Writing I* | 3 | ENGL 1304 | | First Year Writing II* | 3 |
| | POLS 1336 | U.S. and Texas Constitution & Politics* | 3 | POLS 1337 | | U.S. Government* | 3 |
| | MATH 1310 or MATH 1311 | College Algebra or Elementary Mathematical Modeling* | 3 | HIST 1378/1379 | | The United States since 1877* | 3 |
| | HIST 1376/1377 | The United States to 1877* | 3 | CORE | | Mathematics/Reasoning* | 3 |
| | Semester Hours | | 15 | Semester Hours | | 15 | |
| | | | | | 30 | | |

| YEAR 2 | Semester 1 Fall | | Semester 2 Spring | | Total | | |
|--------|---------------------------------|--|-------------------|---------------------------|-------|---|---|
| | COMM 1302 or COMM 2310 | Communication Theory or Writing for Print and Digital Media | 3 | COMM 2310 or COMM 1302 | | Writ for Print & Digital or Communication Theory | 3 |
| | General Elective | 1000-4000 level course | 1 | CORE | | Social & Behavioral Sciences* | 3 |
| | CORE | Life and Physical Science* | 3 | CORE | | Life and Physical Science* | 3 |
| | COMM 2300 | COMM Research Methods | 3 | Minor | | Minor course | 3 |
| | BA Foreign Lang/ CLASS Block | Elementary Foreign Language I | 5 | BA Foreign Lang | | Elementary Foreign Language II | 5 |
| | Semester Hours | | 15 | Semester Hours | | 17 | |
| | | | | | 32 | | |

| YEAR 3 | Semester 1 Fall | | Semester 2 Spring | | Total | | |
|----------------|-----------------|--|-------------------|-----------------|-------|----------------------------------|---|
| | COMM 3360 | Principles of Strategic Communication | 3 | COMM 4303 | | Communication Law & Ethics | 3 |
| | COMM 2356 | Business and Professional Communication | 3 | COMM 3369 | | Strategic Communication Writing | 3 |
| | CORE | Creative Arts* | 3 | CORE | | Language, Philosophy & Culture* | 3 |
| | CORE | Writing in the Disciplines* | 3 | Minor | | Minor course | 3 |
| | BA Foreign Lang | Intermediate Foreign Language I | 3 | BA Foreign Lang | | Intermediate Foreign Language II | 3 |
| Semester Hours | | 15 | Semester Hours | | 15 | | |
| | | | | | 30 | | |

| YEAR 4 | Semester 1 Fall | | Semester 2 Spring | | Total | | |
|----------------|-----------------|------------------------------|-------------------|------------------|-------|-------------------------------|---|
| | COMM 4355 | Organizational Communication | 3 | Major Capstone | | COMM 4361, 4363, 4368 or 4384 | 3 |
| | COMM Elec | Approved Major Elective | 3 | CLASS | | CLASS Block course | 3 |
| | COMM Elec | Approved Major Elective | 3 | Minor | | Minor course | 3 |
| | Minor | Minor course | 3 | Minor | | Minor course | 3 |
| | CLASS Block | Diversity requirement | 3 | General Elective | | 1000-4000 level course | 1 |
| Semester Hours | | 15 | Semester Hours | | 13 | | |
| | | | | | 28 | | |
| | | | | | 120 | | |

*State of Texas Core Curriculum

Students should meet with their academic advisor to formulate their own plan.