

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES
Bachelor of Arts, Strategic Communication
Public Relations Concentration
Four-Year Academic Map 2023-2024

| YEAR 1 | Semester 1 Fall | | | Semester 2 Spring | | | Total | |
|----------------|-------------------|---|-----------|-------------------|-------------------------------|---|-------|----|
| | ENGL 1301 | First Year Writing I* | 3 | ENGL 1302 | First Year Writing II* | 3 | | |
| | MATH 1314 | College Algebra | 3 | CORE | Mathematics/Reasoning* | 3 | | |
| | OR | OR | | | | | | |
| | MATH 1332 | Elementary Mathematical Modeling* | | | | | | |
| | HIST 1301 | The United States to 1877* | 3 | HIST 1302 | The United States since 1877* | 3 | | |
| | GOVT 2306 | U.S. and Texas Constitution & Politics* | 3 | GOVT 2305 | U.S. Government* | 3 | | |
| | COMM 1303 | Writing for Communicators | 3 | COMM 1303 | Writing for Communicators | 3 | | |
| OR | OR | | OR | OR | | | | |
| COMM 1307 | Media and Society | | COMM 1307 | Media and Society | | | | |
| Semester Hours | | | 15 | Semester Hours | | | 15 | 30 |

| YEAR 2 | Semester 1 Fall | | | Semester 2 Spring | | | Total | |
|--------|---------------------------------|-----------------------------------|---|-------------------|-----------------------------------|---|-------|----|
| | COMM 2311 | Writing for Print & Digital Media | 3 | COMM 3311 | Editing for Print & Digital Media | 3 | | |
| | CORE | Social & Behavioral Sciences* | 3 | COMM 2356 | Business & Professional Comm | 3 | | |
| | CORE | Life and Physical Science* | 3 | CORE | Creative Arts* | 3 | | |
| | BA Foreign Lang/ CLASS Block | Elementary Foreign Language I | 5 | BA Foreign Lang | Elementary Foreign Language II | 5 | | |
| | Elective | 1000-4000 level course | 1 | Elective | 1000-4000 level course | 1 | | |
| | Semester Hours | | | 15 | Semester Hours | | | 15 |

| YEAR 3 | Semester 1 Fall | | | Semester 2 Spring | | | Total | |
|----------------|-----------------|---------------------------------|----|-------------------|----------------------------------|---|-------|----|
| | COMM 3360 | Principles of Strategic Comm | 3 | COMM 4303 | Communication Law & Ethics | 3 | | |
| | COMM 3369 | Strategic Comm Writing | 3 | COMM 3377 | Strategic PR Planning | 3 | | |
| | Minor | Minor course | 3 | Minor | Minor course | 3 | | |
| | CORE | Life and Physical Science* | 3 | CORE | Language, Philosophy & Culture* | 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 CAPSTONE | COMM 4361, 4363, 4368, 4384 OR 4374 | 3 | COMM | Approved COMM Major Elec | 3 | | |
| | COMM | Approved COMM Major Elec | 3 | COMM | Approved COMM Major Elec | 3 | | |
| | CLASS Block | Diversity requirement | 3 | Minor | Minor course | 3 | | |
| | Minor | Minor course | 3 | Minor | Minor course | 3 | | |
| | CORE | Writing in the Disciplines* | 3 | CLASS Block | CLASS Block course | 3 | | |
| Semester Hours | | | 15 | Semester Hours | | | 15 | 30 |
| | | | | | | | 120 | |

*State of Texas Core Curriculum

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