

Strategic Communication

Course #	Title	Credits	Pre-req	Semester Taken
Program Prerequisite				
COMM 1010	Essentials of Communication	3		
Required Courses (36 Hours)				
COMM 1030	Introduction to Social Media	3		
COMM 1130	Writing for Communication	3		
COMM 1450	Introduction to Ad & PR	3		
COMM 2030	Social Media Branding	3	1030	
COMM 2900	Strategic Communication Writing	3	1130, 1450	
COMM 3080	Digital Copy Layout & Design	3		
COMM 3100	Communication Theory	3		
COMM 3110	Persuasion	3		
COMM 3900	Strategic Campaigns	3	1450, 2900	
COMM 4000	Research for Communication Careers	3	3100	
COMM 4040	Advertising Psychology	3		
COMM 4930	Practicum: Social Media Lab	3	1450, 2900, 3080	
Electives (6 Hours)				
COMM 1070	Introduction to Visual Communication Graphics	3		
COMM 2200	Video Production	3		
COMM 2507	Reporting and Writing for Sports Media	3		
COMM 2950	Public Analysis	3		
COMM 3030	Social Media Strategies	3	1030,2030,	
COMM 3090	Photojournalism	3		
COMM 3502	Practicum: Newswriting Lab	3		
COMM 3507	Public Relations in Sports	3		
COMM 3850	Communication in Organizations	3		
COMM 3930	Crisis Communication	3		
COMM 4030	Social Media Management	3	1030, 2030, 3030	
COMM 4070	Advanced Visual Communication Graphics	3	1070	
COMM 4280	Advertising Strategies	3		
COMM 4440	Multimedia Storytelling	3	1130	
COMM 4502	Political Communication	3		
COMM 4504	Health Communication	3		
COMM 4600	Topics in Communication	3		
COMM 4890	Internship in Communication	3		