



Degree Plan: Strategic Communication – Bachelor of Arts

[AR-BA-COMM-1]

School of Arts and Sciences

Department of Communication, English, and Foreign Languages

Catalog Year: 2018-2019

General Education Requirements – 44–46 hours

Communication – 9 hours	American History – 3 hours	Behavioral Science - 3 hours
ENGL 1113; ENGL 1213; COMM 1113	HIST 1483 or 1493	FAMS 1123, PSY 1113, SOC 1113, HON 2133
Mathematics – 3-5 hours	Political Science – 3 hours	Economics – 3 hours
MATH 1413, 1513, 1613, 2215, 2713 or STAT 1513	PS 1113	AGRC 2013, ECON 2013, GEOG 3023, CRM 3603
Science* – 8-9 hours	Humanities* – 6 hours	Health and Wellness* – 4 hours
Biological Science (4 hours) Physical Science (4-5 hours) *One course must be a lab science; see undergraduate catalog for list.	Diversity (3 hours) Aesthetics (3 hours) *One course must be taken from each category; see undergraduate catalog for list.	HLTH 1012, 1053, 1063, any course from the following: PE 1--1, 2--1, 2--2 *Requirement waived for some students; see undergraduate catalog for list.

General Education Non-PE Electives (To total at least 44 hours, if needed)*.

General Education Electives must be selected from the list of approved Gen Ed courses, exclusive of those with the PE prefix.
For a full list of General Education courses, see: http://www.cameron.edu/catalog/general_ed.html

University Requirements

UNIV 1001 or 1113 – 1-3 hours	Computer Literacy – JOUR 2113	Capstone Experience – COMM 4901
-------------------------------	-------------------------------	---------------------------------

Major Requirements – 40 hours

Required Core Courses – 22 hours	Concentration – 18 hours
COMM 2313 Professional Speaking (SP) COMM 2393 Interpersonal Communication (SP) COMM 2593 Communication Research (FA) COMM 4673 Corporate & Organizational Communication (SP) COMM 4901 Communication Capstone** (FA, SP) JRMP 1113 Introduction to Mass Media (FA, SP) JRMP 3613 Media Literacy (FA Odd) PBRL 2113 Introduction to Public Relations (SP) **All communication majors are required to keep a portfolio of their work. (See Advisor for details.)	Choose from the following (see next page for course list): Communication Studies Public Relations

Minor Requirements – 18 hours

Students may choose another area of concentration for a minor or may choose a minor in another discipline. For a full list of available minors, see: <http://www.cameron.edu/catalog/minors.html>.

General Electives – to Complete 124 hours

Graduation Requirements

Department Requirements Minimum 124 Total Credit Hours Minimum 40 Upper Division Credit Hours Minimum 80 Liberal Arts & Science Credit Hours Minimum 30 Credit Hours in Residence at Cameron Minimum 60 Credit Hours at a 4-Year Institution	Minimum ½ of Major Upper Division Hours Completed at CU 15 of last 30 Credit Hours or ½ of Major Completed at CU Retention GPA 2.0 Cameron GPA 2.0 Complete Graduation Application at Registrar’s Office
---	--

Concentration - 18 hours

Communication Studies Concentration

COMM 2313 Small Group Communication
COMM 3633 Persuasion
COMM 4313 Intercultural Communication

9 hours chosen from any COMM, JRMP, PBRL courses

Public Relations Concentration

JRMP 1213 Visual Media Production
JRMP 1313 Audio and Visual Production
JRMP 2513 Writing for Mass Media
PBRL 3213 Public Relations Writing & Production
PBRL 3323 Strategic Campaign Communication
PBRL 4823 Case Studies in Public Relations