



Degree Requirements: Strategic Communication (140)-Bachelor of Arts

School of Arts and Sciences

Department of Communication, English, and Foreign Languages

Catalog Year: 2019-2021

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, SOVI 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 2003, ECON 2013, GEOG 3023
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 Gen Ed course list.	Diversity (3 hours) Aesthetics (3 hours) *One course must be taken from each category; see Gen Ed course list..	SES 2003, 2013, 2023, MSL 1112, PE 1--1, 2--1, 2--2 *Requirement waived for some students; see Gen Ed course list.
General Education Electives (To total at least 44 hours, if needed)*.		
*Must be selected from the list of approved general education courses (MSL and PE prefixes excluded).		
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 2213 Professional Speaking (SP) COMM 2393 Interpersonal Communication (SP) COMM 2593 Communication Research (FA) COMM 4673 Corporate & Organizational Comm (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.) <i>FA=Fall; SP=Spring; SU=Summer</i>	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	
Minor Requirements (18 hours)		
Students may choose another area of concentration for a minor or may choose a minor in another discipline. A full list of minors is available on the Cameron University website.		
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 Online	