


**Degree Requirements: Strategic Communication (140)–Bachelor of Arts**

School of Arts and Sciences

Department of Communication, English, and Foreign Languages

Catalog Year: 2023-2025

<b>General Education Requirements (44-46 hours)</b>		
<b>Communication (9 hours)</b>	<b>American History (3 hours)</b>	<b>Behavioral Science (3 hours)</b>
ENGL 1113; ENGL 1213; COMM 1113	HIST 1483 or 1493	FAMS 1123, PSY 1113, SOCI 1113
<b>Mathematics (3-5 hours)</b>	<b>Political Science (3 hours)</b>	<b>Economics (3 hours)</b>
MATH 1413, 1463, 1513, 1613, 2215, 2713, STAT 1513	PS 1113	AGRC 2013, ECON 2003, ECON 2013, GEOG 3023
<b>Science* (8-9 hours)</b>	<b>Humanities* (6 hours)</b>	<b>Health and Wellness* (4 hours)</b>
Biological Science (4 hours) Physical Science (4-5 hours) *One course must be a lab science.	Diversity (3 hours) Aesthetics (3 hours) *One course taken from each category.	SES 2003, 2013, 2023, MSL 1112, PE 1--1, 2--1, 2--2 *Requirement waived for some students.
<b>General Education Non-PE Electives (To total at least 44 hours, if needed)*.</b>		
Gen ed electives must be selected from the list of approved <a href="#">general education</a> courses, (MSL- and PE-prefixes excluded).		
<b>University Requirements</b>		
UNIV 1001 or 1113 (1-3 hours)	Computer Literacy (JOUR 2113)	Capstone Experience (COMM 4901)
<b>Major Requirements (40 hours)</b>		
<b>Required Core Courses (22 hours)</b>	<b>Option (18 hours)</b>	
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 (FA, 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>	<b>Communication Studies</b> COMM 2313 Small Group Communication COMM 3633 Persuasion COMM 4313 Intercultural Communication 9 hours chosen from any COMM, JRMP, PBRL courses  <b>Public Relations</b> 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	
<b>Minor Requirements (18 hours)</b>		
Students may choose another option for a minor or may choose a minor in another discipline. A <a href="#">full list of available minors</a> is available on the CU website.		
<b>General Electives (To Complete 124 hours)</b>		
<b>Graduation Requirements</b>		
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 CU	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	