DEGREE REQUIREMENTS: STRATEGIC COMMUNICATION (140)–BACHELOR OF ARTS
College of Arts and Sciences
Department of Communication, English, and Foreign Languages
Catalog Year: 2026-2027

GENERAL EDUCATION REQUIREMENTS (40 HOURS)		
Communication (9 hours)	**American History (3 hours)**	**Behavioral Science (3 hours)**
ENGL 1113 and 1213; COMM 1113	HIST 1483 or 1493	FAMS 1123, PSY 1113, SOCI 1113
Mathematics (3 hours)	**Political Science (3 hours)**	**Economics (3 hours)**
MATH 1413 or higher, STAT 1513	PS 1113	AGRC 2013, ECON 2003 or 2013, GEOG 3023
Science* (7 hours)	**Humanities (6 hours)**	**Health and Wellness** (3 hours)**
Biological Science (3-4 hours) Physical Science (3-5 hours) *One course must be a lab science.	Gen Ed Humanities List	SES 2003, 2013, 2023, MSL 1112, PE 1--1, 2--1, 2--2 **Waived for some students.

UNIVERSITY REQUIREMENTS

University Success (1 hour): UNIV 1001
Computer Literacy (3 hours): JRMP 1113
Capstone Experience (1 hour): COMM 4901

MAJOR REQUIREMENTS (40 HOURS)

Required Core Courses (22 hours)

COMM 2213 Professional Speaking (SP)
COMM 2393 Interpersonal Communication (FA Odd)
COMM 2593 Communication Research (FA Even)
COMM 4673 Corporate & Organizational Comm (SP Odd)
COMM 4901 Communication Capstone** (FA, SP)
JRMP 1113 Introduction to Mass Media (FA, SP)
JRMP 3613 Media Literacy (SP Even)
PBRL 2113 Introduction to Public Relations (FA)
FA=Fall; SP=Spring; SU=Summer
***All Strategic Communication majors are required to keep a portfolio of their work. (See Advisor for details.)*

Option (18 hours)

Communication Studies	**Public Relations**
COMM 2313 Small Group Communication (FA Even)	JRMP 1213 Visual Media Production (SP)
COMM 3633 Persuasion (SP Odd)	JRMP 1313 Audio and Visual Production (FA, SP)
COMM 4313 Intercultural Communication (SP Even)	JRMP 2513 Writing for Mass Media (FA)
9 hours chosen from any COMM, JRMP, PBRL courses	9 hours chosen from PBRL courses

MINOR REQUIREMENTS (18 HOURS)

Students may choose another option for a minor or may choose a minor in another discipline.
List of available minors

GENERAL ELECTIVES (TO COMPLETE 120 HOURS)

GRADUATION REQUIREMENTS

Department Requirements	Min. 60 Cr. Hrs. at a 4-Year Institution
Min. 120 Total Cr. Hrs.	Min. ½ of Major Upper Division Hrs Completed at CU
Min. 40 Upper Division Cr. Hrs.	15 of last 30 Cr. Hrs. or ½ of Major Completed at CU
Min. 80 Liberal Arts & Science Cr. Hrs.	Retention GPA 2.0; Cameron GPA 2.0
Min. 30 Cr. Hrs. in Residence at CU	Complete Graduation Application Online