

Graduation Scheme

DEPARTMENT OF STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION (120 credits to Graduate)

STRATEGIC COMMUNICATIONS CONCENTRATION-ADVERTISING SEQUENCE

A MINIMUM of 72 credit hours must be taken outside of the SCHOOL OF COMMUNICATIONS

IMPORTANT: Unless otherwise arranged, **SOC required courses** should be taken within the Year designated (i.e. Junior year, Senior year, etc). Electives and Minor courses may be taken as available.

FRESHMAN YEAR (32 hours)

<u>Fall Semester</u>				<u>Spring Semester</u>			
			<u>Hrs</u>				<u>Hrs</u>
SCOM	102	Intro: Comm. Professional Dev.	1	SCOM	130	Ethical Issues in Comm.	3
SCOM	120	Digital Media Literacy	3	SLMC	101	Principles of Speech	3
ENGW		First Year Writing Semester 1	3	ENGW		First Year Writing Semester2	3
		History Elective	3			Foreign Language	3
		Foreign Language	3			History Elective	3
MATH		Math (MATH 006 or higher)	3			Health Ed Elective	1
			16				16

SOPHOMORE YEAR (32 hours)

<u>Fall Semester</u>				<u>Spring Semester</u>			
			<u>Hrs</u>				<u>Hrs</u>
MJFC	101	Intro to Mass Communication	3	SLMC	210	Intro to Strategic Communication	3
SLMC	202	Or Intro to Communications Theory		SLMC	203	Principles of Persuasion	3
SLMC	102	Fundamentals of Advertising & Story Telling	1	ECON	002	Economics	3
ENGL		English Writing Elective (Above ENGW)	3			General Elective	3
PHIL		Philosophy	3			General Elective	3
ECON	001	Economics	3	SOCI		Sociology Elective	3
HHPL		Health Ed Elective	1				18
			14				

JUNIOR YEAR (30 hours)

<u>Fall Semester</u>				<u>Spring Semester</u>			
			<u>Hrs</u>				<u>Hrs</u>
SLMC	301	Intercultural/International Comm.	3	SLMC	351	Advanced Public Speaking	3
SLMC	321	Advertising Sales	3	SLMC	323	Advertising Research and Marketing	3
SLMC	322	Advertising Copywriting and Design	3	SLMC	324	Media Planning & Buying	3
PSY/SOC		Psychology or Sociology	3			Minor Requirement	3
		Minor Requirement	3			Minor Requirement	3
			15				15

SENIOR YEAR (26 hours)

<u>Fall Semester</u>				<u>Spring Semester</u>			
			<u>Hrs</u>				<u>Hrs</u>
SLMC	402	Practicum-Internship: ADV	1	SCOM	220	Communications Entrepreneurship (CERRC)	1
SLMC	410	Social Media & Integrated Mktg. Comm	3	SLMC		SLMC Elective	3
SLMC	491	Capstone: CapComm	3	MGMT	301	Management and Organizational Behavior	3
		Minor Requirement	3			Minor Requirement	3
		African American Elective	3			Minor Requirement	3
			13				13

Adherence to this scheme by non-communication majors does not influence the student's chance of admission to the School of Communications and does not presuppose acceptance. See Academic Advisors for further information.

****NOTE:** Students MUST complete the English Writing Requirements with a grade of "C" or better. The ENGW courses must be taken in sequence without exception.

STUDENTS WHO HAVE ENROLLED IN A COURSE WITHOUT THE PROPER PREREQUISITE(S) CAN BE ADMINISTRATIVELY WITHDRAWN FROM THE COURSE

**Pre-requisites for
ADVERTISING Required Courses¹
All of the grades must be "C" or better to be admitted to the course**

Course Number	Course Name	Prerequisite(s)
SLMC 102	Fundamentals of Advertising & Storytelling	Sophomore standing
SLMC 210	Introduction to Strategic Communications	▪ Sophomore standing
SLMC 321	Advertising Sales	▪ SLMC 210: Introduction to Strategic Communications
SLMC 322	Ad Copywriting & Design	▪ SLMC 210: Introduction to Strategic Communications
SLMC 323	Ad Research & Marketing	▪ SLMC 210: Introduction to Strategic Communications and Junior Standing
SLMC 324	Media Planning & Buying	▪ SLMC 210: Introduction to Strategic Communications and Junior Standing
SLMC 351	Advanced Public Speaking	▪ SLMC 101: Principles of Speech
SLMC 410	Social Media & Integrated Marketing Communication	▪ SLMC 323: Advertising Research & Marketing or SLMC 311: Basic PR Writing.
SLMC 491	CapComm Lab	▪ SLMC 312: Advanced PR Writing, or SLMC 323: Advertising Research
SLMC 402	Practicum-Internship (ADV)	▪ JUNIOR/SENIOR STANDING & prior approval before beginning the internship and service learning experience ▪ SLMC 321: Advertising Sales
MGMT 301	Management and Organizational Behavior	▪ ECON 001 and ECON 002

Total School of Communication Credits 46

SCHOOL OF COMMUNICATION CORE REQUIREMENTS

(Total credits = 7 credits)

- Intro: Comm. Professional Development - (1 credits)
- Digital Media Literacy - (3 credits)
- Ethical Issues in Communication - (3 credits)

DEPARTMENTAL CORE REQUIREMENTS

(Total credits = 13 credits for Strategic includes credit Internship)

- CapComm Lab - (3 credits)
- International/Intercultural Communication - (3 credits)
- Principles of Persuasion - (3 credits)
- Introduction to Mass Communication or Intro to Communications Theory - (3 credits)
- Practicum-Internship - (1 credits)

STRATEGIC COMMUNICATION CORE REQUIREMENTS

(Total credits = 9 credits)

- Introduction to Strategic Communications - (3 credits)
- Advanced Public Speaking - (3 credits)
- Social Media & Integrated Marketing Communication - (3 credits)

ADVERTISING SEQUENCE REQUIREMENTS

(Total credits = 17 credits)

- Fundamentals of Advertising & Storytelling – (1 credit)
- Advertising Sales - (3 credits)
- Media Planning & Buying - (3 credits)
- Ad Copywriting & Design - (3 credits)
- Advertising Research & Marketing (3 credits)
- Communications Entrepreneurship - CERRC (1 credit)
- SLMC Elective – one (1) of the following courses (3 credits)
 - Communications Law
 - Introduction to Leadership & Management
 - Conflict Management & Negotiation
 - Race, Gender and Media
 - Interpersonal Communication
 - Organizational Communication

¹ Students in the School of Communications must satisfy any and all prerequisites for the courses in which they enroll. Students who have enrolled in a course without the proper prerequisite(s) can be administratively withdrawn from the course.

(Effective with the Freshman Class entering 2013 or after)
HOWARD UNIVERSITY * SCHOOL OF COMMUNICATIONS* GRADUATION CHECKLIST
Minimum of 120 hours Required for Graduation

Updated 7-19-2016

STUDENT'S NAME	ID @				
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<i>Last</i>	<i>First</i>	<i>MI</i>			
LOCAL ADDRESS	Phone: ()				
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STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION
STRAT.COMM. CONCENTRATION –
ADVERTISING SEQUENCE
Total of 46 Hours Required - - No Grade less than "C"

GENERAL EDUCATION REQUIREMENTS
(56 hours outside of Communications)

#	COURSE #	COURSE TITLE	HRS	GRADE	HUMANITIES (12 Hours)	HRS	GRADE
1	SCOM 102	Intro: Comm. Professional Development	1		_____ Foreign Language *	3	
2	SCOM 120	Digital Media Literacy	3		_____ Foreign Language *	3	
3	SCOM 130	Ethical Issues in Communication	3		_____ Philosophy	3	
4	SCOM 220	Communications Entrepreneurship (CERRC)	1		English Writing Elective (above ENGW)	3	
5	SLMC 102	Fundamentals of Advertising & Storytelling	1		*If student tests out of foreign language, then the student may use general electives to satisfy credit requirements.		
6	MJFC 101 OR SLMC 202	Intro to Mass Communication OR Intro to Communication Theory	3				
7	SLMC 203	Principles of Persuasion	3		SOCIAL SCIENCE (15 Hours)	HRS	GRADE
8	SLMC 210	Intro to Strategic Communication	3		_____ Economics I	3	
9	SLMC 301	Intercultural/International Comm.	3		_____ Economics II	3	
10	SLMC 321	Advertising Sales	3		_____ History Elective	3	
11	SLMC 322	Advertising Copywriting & Design	3		_____ History Elective	3	
12	SLMC 323	Advertising Research and Marketing	3		_____ Sociology Elective	3	
13	SLMC 324	Media Planning & Buying	3		NATURAL SCIENCE & MATHEMATICS (6 Hours)	HRS	GRADE
14	SLMC 351	Advanced Public Speaking	3		1) MATH _____	3	
15	SLMC 402	Practicum-Internship: ADV	1		2) _____ PSYC/SOC Psychology or Sociology	3	
16	SLMC 410	Social Media & Integrated Marketing	3				
17	SLMC 491	Capstone: CapComm Lab	3		UNIVERSITY REQUIREMENTS (14 Hours)	HRS	GRADE
18	SLMC	SLMC Elective	3		1) First Year Writing Semester 1 (ENGW)	3	
					2) First Year Writing Semester 2 (ENGW)	3	
					3) African American Elective	3	
					4) Principles of Speech	3	
					5) PE/Health Education Elective	1	
					6) PE/Health Education Elective	1	
Minor 18 Hours							
1			3				
2			3				
3			3				
4			3				
5			3				
6			3		GENERAL ELECTIVES (9 Hours)	HRS	GRADE
					1) MGMT 301 Management and Organizational Behavior	3	
					2) General Elective _____	3	
					3) General Elective _____	3	

Student Signature _____ Date _____

Counselor Signature _____ Date _____

Updates _____

Academic Counselor's Clearance for Graduation

Signature: _____

Date: _____