

Graduation Scheme

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

MGMT. COMM. CONCENTRATION - MEDIA MANAGEMENT SEQUENCE

*The Minor must be in Business or Economics

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 | SLMC 101 | Principles of Speech | | 3 |
| SCOM 120 | Digital Media Literacy | | 3 | SCOM 130 | Ethical Issues in Comm. | | 3 |
| ENGW | First Year Writing Semester 1 | | 3 | ENGW | First Year Writing Semester 2 | | 3 |
| | General Elective | | 3 | HHPL | PE/Health Education Elective | | 1 |
| | Social Science Elective | | 3 | PHIL 055 | Intro to Philosophy | | 3 |
| | Foreign Language | | 3 | | Foreign Language | | 3 |
| | | | <u>16</u> | | | | <u>16</u> |

SOPHOMORE YEAR (31 hours)

| <u>Fall Semester</u> | | | | <u>Spring Semester</u> | | | |
|----------------------|---|--|------------|------------------------|---------------------------------|--|------------|
| | | | <u>Hrs</u> | | | | <u>Hrs</u> |
| MJFC 101 | Intro to Mass Comm. OR | | | | | | |
| SLMC 202 | Communication Theory | | 3 | SLMC 241 | Communication Policy | | 3 |
| SLMC 203 | Principles of Persuasion | | 3 | SLMC 210 | Intro to Strategic Comm. | | 3 |
| SLMC 250 | Intro to Lead. & Mgmt. Comm. | | 3 | ECON 002 | Economics | | 3 |
| ECON 001 | Economics | | 3 | | Social Science Elective | | 3 |
| MATH | Math elective (MATH 006 or higher) | | 3 | | *Minor Requirement | | 3 |
| HHPL | PE/Health Education Elective | | 1 | | | | |
| | | | <u>16</u> | | | | <u>15</u> |

JUNIOR YEAR (30 hours)

| <u>Fall Semester</u> | | | | <u>Spring Semester</u> | | | |
|----------------------|--|--|------------|------------------------|--------------------------------------|--|------------|
| | | | <u>Hrs</u> | | | | <u>Hrs</u> |
| SLMC 341 | Race, Gender & Media OR Comm Elective | | 3 | SLMC 343 | Programming | | 3 |
| SLMC 321 | Advertising Sales | | 3 | SLMC 301 | Intercul./International Comm. | | 3 |
| | General Elective | | 3 | | African American Elective | | 3 |
| | General Elective | | 3 | | General Elective | | 3 |
| | *Minor Requirement | | 3 | | *Minor Requirement | | 3 |
| | | | <u>15</u> | | | | <u>15</u> |

SENIOR YEAR (27 hours)

| <u>Fall Semester</u> | | | | <u>Spring Semester</u> | | | |
|----------------------|---------------------------------------|--|------------|------------------------|---------------------------------------|--|------------|
| | | | <u>Hrs</u> | | | | <u>Hrs</u> |
| SLMC 490 | Communication Research Methods | | 3 | SLMC 404 | Practicum-Internship: MM | | 1 |
| SLMC 441 | Broadcast Management | | 3 | SLMC 492 | Capstone: Sr. Research Project | | 3 |
| | General Elective | | 3 | SLMC 325 | SLMC Co-Curricular | | 1 |
| | *Minor Requirement | | 3 | | General Elective | | 3 |
| SCOM 220 | CERRC | | 1 | | *Minor Requirement | | 3 |
| | | | <u>13</u> | | *Minor Requirement | | 3 |
| | | | | | | | <u>14</u> |

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: SLMC 490 and SLMC 492 cannot be taken simultaneously.

**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.

DEPARTMENT OF STRATEGIC, LEGAL AND MANAGEMENT COMMUNICATION
MGMT. COMM. CONCENTRATION - MEDIA MANAGEMENT SEQUENCE

Course Pre-Requisites

| COURSE # | COURSE TITLE | PREREQUISITES (Requires a grade of "C" or better) |
|--|-----------------------------------|---|
| 300-Level Courses require the following prerequisites | | |
| SLMC 321 | Advertising Sales | SLMC 210: Intro. to Strategic Communications |
| SLMC 343 | Programming | MJFC 101: Intro to Mass Communication or SLMC 202: Comm. Theory |
| 400-Level Courses require the following prerequisites | | |
| SLMC 404 | Practicum - Internship | SLMC 321: Advertising Sales or SLMC 343: Programming |
| SLMC 441 | Broadcast Management | MJFC 101: Intro to Mass Comm. Or SLMC 202: Comm. Theory |
| SLMC 492 | Capstone: Senior Research Project | SLMC 490: Comm. Research Methods |

Overview of School of Communication Credits: Media Management Requirements
Total 46 SOC Credits

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)

- Principles of Persuasion - (3 credits)
- International/Intercultural Communication - (3 credits)
- Intro to Mass Communications or Communication Theory – (3 credits)
- Internship - (1 credit)
- Capstone: Senior Research project (3 credits)

MANAGEMENT COMMUNICATION CORE REQUIREMENTS (Total credits =9 credits)

- Introduction to Leadership & Management Communications - (3 credits)
- Research Methodology - (3 credits)
- Introduction to Strategic Communications – (3 credits)

MEDIA MANAGEMENT SEQUENCE REQUIREMENTS (Total 17 credits)

- Communication Policy - (3 credits)
- Advertising Sales - (3 credits)
- Race, Gender, and Media - (3 credits) or Communication Elective – (3 credits)
- Programming - (3 credits)
- Broadcast Management – (3 credits)
- Communication Entrepreneurship – (1 credit)
- SLMC Co-Curricular – (1 credit)

(Effective with the Freshman Class entering 2013 - Updated 7-19-2016)

HOWARD UNIVERSITY * SCHOOL OF COMMUNICATIONS* GRADUATION CHECKLIST

Minimum of 120 hours Required for Graduation

| | |
|---|-------------------------------|
| STUDENT'S NAME <hr/> <div style="display: flex; justify-content: space-between;"> <i>Last</i> <i>First</i> <i>MI</i> </div> | ID @ <hr/> Email: <hr/> |
| LOCAL ADDRESS <hr/> <div style="display: flex; justify-content: space-between;"> <i>Street</i> <i>City</i> <i>State</i> <i>Zip Code</i> </div> | Phone: () <hr/> |
| PERM. ADDRESS <hr/> <div style="display: flex; justify-content: space-between;"> <i>Street</i> <i>City</i> <i>State</i> <i>Zip Code</i> </div> | Phone: () <hr/> |

**STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION
MGMT. COMM. CONCENTRATION –
MEDIA MANAGEMENT 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 (9 Hours) | HRS | GRADE |
|----------|----------------------|-----|-------|---|-----|-------|
| 1 | SCOM 102 | 1 | | 1) PHIL 055 Intro. to Philosophy | 3 | |
| 2 | SCOM 120 | 3 | | 2) _____ Foreign Language * | 3 | |
| 3 | SCOM 130 | 3 | | 3) _____ Foreign Language * | 3 | |
| 4 | MJFC 101 or SLMC 202 | 3 | | <i>*If student tests out of Foreign language, then the student may use Humanities Electives to satisfy credit requirements.</i> | | |
| 5 | SLMC 203 | 3 | | SOCIAL SCIENCE (12 Hours) | HRS | GRADE |
| 6 | SLMC 241 | 3 | | 1) _____ Econ (1) (or Elect. If ECON. Minor) | 3 | |
| 7 | SLMC 250 | 3 | | 2) _____ Econ (2) (or Elect. If ECON. Minor) | 3 | |
| 8 | SLMC 301 | 3 | | 3) _____ Soc. Sci. Elective | 3 | |
| 9 | SLMC 321 | 3 | | 4) _____ Soc. Sci. Elective | 3 | |
| 10 | SLMC 341 or ----- | 3 | | | | |
| 11 | SLMC 343 | 3 | | NATURAL SCIENCE & MATHEMATICS (3 credits) | HRS | GRADE |
| 12 | SLMC 404 | 1 | | 1) MATH ____ Math Elective (MATH 006 or higher) | 3 | |
| 13 | SLMC 441 | 3 | | | | |
| 14 | SLMC 490 | 3 | | | | |
| 15 | SLMC 492 | 3 | | UNIVERSITY REQUIREMENTS (14 Hours) | HRS | GRADE |
| 16 | SLMC 210 | 3 | | 1) First Year Writing Semester 1 (ENGW) | 3 | |
| 17 | SLMC 325 | 1 | | 2) First Year Writing Semester 2 (ENGW) | 3 | |
| 18 | SCOM 220 | 1 | | 3) SLMC 101 Principles of Speech | 3 | |
| | | | | 4) African-American Elective | 3 | |
| | | | | 5) PE/Health Education | 1 | |
| | | | | 6) PE/Health Education | 1 | |

MINOR (18 Hours) BUSINESS or ECONOMICS No grade less than a "C"

| COURSE # | COURSE TITLE | HRS | GRADE | GENERAL Electives. (18 Hours) | HRS | GRADE |
|----------|--------------|-----|-------|-------------------------------|-----|-------|
| 1 | | | | 1) _____ General Elective | 3 | |
| 2 | | | | 2) _____ General Elective | 3 | |
| 3 | | | | 3) _____ General Elective | 3 | |
| 4 | | | | 4) _____ General Elective | 3 | |
| 5 | | | | 5) _____ General Elective | 3 | |
| 6 | | | | 6) _____ General Elective | 3 | |

Student Signature _____ Date _____
 Counselor Signature _____ Date _____

Academic Counselor's Clearance for Graduation

Updates _____

Signature: _____
 Date: _____