

Graduation Scheme

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

**STRAT. COMM. CONCENTRATION - PUBLIC RELATIONS 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 (33 hours)**

<u>Fall Semester</u>			<u>Hrs</u>	<u>Spring Semester</u>			<u>Hrs</u>
<b>SCOM 102</b>	<b>Intro: Comm. Professional Dev</b>		1	<b>SCOM 130</b>	<b>Ethical Issues in Comm.</b>		3
<b>SCOM 120</b>	<b>Digital Media Literacy</b>		3	<b>SLMC 101</b>	<b>Principles of Speech</b>		3
ENGW	First Year Writing Semester 1		3	ENGW	First Year Writing Semester 2		3
HHPL	PE/Health Education		1	HIST	US History Elective		3
MATH	Math (006 or Higher)		3	HHPL	PE/Health Education		1
	Foreign Language		3		Foreign Language		3
	Humanities Elective		3				
			<b>17</b>				<b>16</b>

**SOPHOMORE YEAR (32 hours)**

<u>Fall Semester</u>			<u>Hrs</u>	<u>Spring Semester</u>			<u>Hrs</u>
<b>MJFC 100</b>	<b>Fundamentals of Journalism</b>		1	<b>SLMC 210</b>	<b>Intro to Strategic Communications</b>		3
<b>MJFC 101</b>	<b>Intro to Mass Communications</b>		3	<b>SLMC 203</b>	<b>Principles of Persuasion</b>		3
ENGL	English Writing Elective (Above ENGW)		3	<b>SLMC</b>	<b>SLMC Elective</b>		3
PHIL	Philosophy		3	ECON 002	Economics		3
ECON 001	Economics		3	<b>SLMC 103</b>	<b>Fundamentals of Public Relations</b>		1
SOCI	Sociology		3	POLS	Political Science		3
			<b>16</b>				<b>16</b>

**JUNIOR YEAR (30 hours)**

<u>Fall Semester</u>			<u>Hrs</u>	<u>Spring Semester</u>			<u>Hrs</u>
<b>SLMC 301</b>	<b>International/Intercultural Comm.</b>		3	<b>SLMC 312</b>	<b>Advanced PR Writing</b>		3
<b>SLMC 311</b>	<b>Basic PR Writing</b>		3	<b>SLMC 313</b>	<b>Public Affairs Planning &amp; Mgmt</b>		3
<b>SLMC 351</b>	<b>Advanced Public Speaking</b>		3	PSYC	Psychology		3
	African-American Elective		3		Fine Arts Elective		3
	Minor Requirement		3		Minor Requirement		3
			<b>15</b>				<b>15</b>

**SENIOR YEAR (25 hours)**

<u>Fall Semester</u>			<u>Hrs</u>	<u>Spring Semester</u>			<u>Hrs</u>
<b>SLMC 410</b>	<b>Social Media &amp; Integrated Mktg.</b>		3	<b>SLMC 401</b>	<b>Practicum-Internship: PR</b>		1
<b>SLMC 491</b>	<b>CapComm Lab</b>		3	<b>SLMC</b>	<b>SLMC Elective Course</b>		3
	Minor Requirement		3	MGMT 301	Principles of Mgmt. & Org. Beh.		3
	Minor Requirement		3		Minor Requirement		3
					Minor Requirement		3
			<b>12</b>				<b>13</b>

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 English Writing Requirement with a grade of "C" or better. The ENGW courses must be taken in sequence without exception.

**Pre-requisites for  
Public Relations Required Courses<sup>1</sup>**  
All of the grades must be “C” or better to be admitted to the course

Course Number	Course Name	Prerequisite(s)
SLMC 103	Fundamentals of Public Relations	Sophomore Standing
SLMC 210	Intro to Strategic Communications	▪ Sophomore Standing
SLMC 351	Advanced Public Speaking	▪ SLMC 101: Principles of Speech
SLMC 311	Basic PR Writing	▪ MJFC 100: Fundamentals of Journalism ▪ SLMC 210: Introduction to Strategic Communications
SLMC 312	Advanced PR Writing	▪ SLMC 311: Basic PR Writing
SLMC 313	Public Affairs Planning & Management	▪ SLMC 311: Basic PR Writing
SLMC 491	CapComm Lab	▪ SLMC 312: Advanced PR Writing or SLMC 323: Advertising Research
SLMC 410	Social Media & Integrated Marketing Communication	▪ SLMC 311: Basic PR Writing OR ▪ SLMC 323: Advertising Research & Marketing
SLMC 401	Supervised Practicum-Internship (PR)	▪ JUNIOR/SENIOR STANDING & prior approval of internship before beginning internship. ▪ SLMC 311: Basic PR Writing

**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 1 credit Internship)**

- CapComm Lab - (3 credits)
- International/Intercultural Communication - (3 credits)
- Principles of Persuasion - (3 credits)
- Introduction to Mass Communications - (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)

**PUBLIC RELATIONS SEQUENCE REQUIREMENTS**

**(Total credits = 17 credits)**

- Fundamentals of Journalism – (1 credit)
- Fundamentals of Public Relations – (1 credit)
- Basic PR Writing - (3 credits)
- Advanced PR Writing - (3 credits)
- Public Affairs Planning & Management - (3 credits)
- Elective – minimum of **two (3)** of the following courses (6 credits)
  - Advertising Copywriting and Design
  - Communications Research Methods
  - Communications law
  - Introduction to Leadership & Management
  - Conflict Management & Negotiation
  - Race, Gender and Media
  - Interpersonal Communication
  - Organizational Communication
  - SLMC 407: SR: Special Topics (Strat Comm Concentration Options Only)

<sup>1</sup> 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)

Updated 7-19-2016

# HOWARD UNIVERSITY \* SCHOOL OF COMMUNICATIONS\* GRADUATION CHECKLIST

Minimum of 120 hours Required for Graduation

STUDENT'S NAME	Last _____ First _____ MI _____			ID @ _____
				Email: _____
LOCAL ADDRESS	Street _____ City _____ State _____ Zip Code _____			Phone: (____) _____-____
PERM. ADDRESS	Street _____ City _____ State _____ Zip Code _____			Phone: (____) _____-____

**STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION**  
**STRATEGIC COMM. CONCENTRATION – PUBLIC RELATIONS SEQUENCE**  
*Total of 46 Hours Required - - No Grade less than "C"*

**GENERAL EDUCATION REQUIREMENTS**  
 (56 Hours of General Education Credits)

COURSE #	COURSE TITLE	HRS	GRADE	HUMANITIES Electives (18 Hours)	HRS	GRADE
1	SCOM 102 Intro: Comm. Professional Dev.	1		1) English Writing Elective (above ENGW)	3	
2	SCOM 120 Digital Media Literacy	3		2) _____ Philosophy	3	
3	SCOM 130 Ethical Issues in Communication	3		3) _____ Humanities	3	
4	MJFC 100 Fundamentals of Journalism	1		4) _____ Foreign Language*	3	
5	MJFC 101 Introduction to Mass Communications	3		5) _____ Foreign Language*	3	
6	SLMC 103 Fundamentals of Public Relations	1		6) _____ Fine Arts	3	
7	SLMC 203 Principles of Persuasion	3				
8	SLMC 210 Introduction to Strategic Comm.	3		<i>*If student tests out of Foreign language, then the student may use General Electives to satisfy credit requirements.</i>		
9	SLMC 301 International/Intercultural Comm.	3		<b>SOCIAL SCIENCE Electives (21 Hours)</b>	<b>HRS</b>	<b>GRADE</b>
10	SLMC 311 Basic PR Writing	3		1) POLS ____ Political Science	3	
11	SLMC 312 Advanced PR Writing	3		2) MNGT 301 Principles of Management & OB	3	
12	SLMC 313 Public Affairs Planning & Mgmt.	3		3) US History elective	3	
13	SLMC 351 Advanced Public Speaking	3		4) ECON (1)	3	
14	SLMC 401 Practicum-Internship: PR	1		5) ECON (2)	3	
15	SLMC 410 Social Media & Integrated Mktg Comm	3		6) PSYC Psychology	3	
16	SLMC 491 CapComm Lab	3		7) SOCI Sociology	3	
17	SLMC SLMC Elective	3		<b>NATURAL SCIENCE &amp; MATHEMATICS (3 Hours)</b>	<b>HRS</b>	<b>GRADE</b>
18	SLMC SLMC Elective	3		1) Math 006 or higher _____	3	
				<b>UNIVERSITY REQUIREMENTS (14 Hours)</b>	<b>HRS</b>	<b>GRADE</b>
				1) First Year Writing Semester 1 (ENGW)	3	
				2) First Year Writing Semester 2 (ENGW)	3	
				3) Principles of Speech	3	
				4) African American Elective	3	
				5) PE/Health Education	1	
				6) PE/Health Education	1	

MINOR (18 Hours) \_\_\_\_\_ No grade less than a "C"

1			3	
2			3	
3			3	
4			3	
5			3	
6			3	

Student Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Counselor Signature \_\_\_\_\_ Date \_\_\_\_\_

**Academic Counselor's Clearance for Graduation**

Updates \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

