

Curriculum Guide for the  
DEPARTMENT OF STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION (120 credits to Graduate)  
**STRATEGIC COMM. CONCENTRATION - ADVERTISING SEQUENCE**

<b>Freshman Year: Fall Semester</b>	<b>16 cr. hrs.</b>	<b>Credit Hours</b>	<b>Pre-Requisites for Advertising</b>
SCOM 102 Intro: Comm. Professional Dev		1 cr. hr.	None
SCOM 120 Digital Media Literacy		3 cr. hrs.	None
ENGW First Year Writing Semester 1		3 cr. hrs.	None
History Elective		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	None
MATH Math (MATH 006 or higher)		3 cr. hrs.	None
<b>Freshman Year: Spring Semester</b>	<b>16 cr. hrs.</b>		
SCOM 130 Ethical Issues in Comm.		3 cr. hrs.	None
SLMC 101 Principles of Speech		3 cr. hrs.	None
ENGW First Year Writing Semester 2		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	None
History Elective		3 cr. hrs.	None
Health Ed Elective		1 cr. hrs.	
<b>Sophomore Year: Fall Semester</b>	<b>14 cr. hrs.</b>		
MJFC 101 Intro to Mass Communication <b>OR</b>			
SLMC 202 Intro to Communication Theory		3 cr. hrs.	None
SLMC 102 Fundamentals of Advertising & Story Telling		1 cr. hrs.	None
ENGL English Writing Elective (003 or above)		3 cr. hrs.	None
PHIL Philosophy		3 cr. hrs.	None
ECON 001 Economics		3 cr. hrs.	None
HHPL Health Ed Elective		1 cr. hrs.	None
<b>Sophomore Year: Spring Semester</b>	<b>18 cr. hrs.</b>		
SLMC 210 Intro to Strategic Communications		3 cr. hrs.	Sophomore Standing
SLMC 203 Principles of Persuasion		3 cr. hrs.	None
ECON 002 Economics		3 cr. hrs.	None
General Elective		3 cr. hrs.	None
General Elective		3 cr. hrs.	None
SOCI Sociology Elective		3 cr. hrs.	None
<b>Junior Year: Fall Semester</b>	<b>15 cr. hrs.</b>		
SLMC 301 Intercultural/International Comm.		3 cr. hrs.	None
SLMC 321 Advertising Sales		3 cr. hrs.	SLMC 210 Intro to Strategic Communications
SLMC 322 Advertising Copywriting and Design		3 cr. hrs.	SLMC 210 Intro to Strategic Communications
PSY/SOC Psychology or Sociology		3 cr. hrs.	None
Minor Requirement		3 cr. hrs.	None
<b>Junior Year: Spring Semester</b>	<b>15 cr. hrs.</b>		
SLMC 351 Advanced Public Speaking		3 cr. hrs.	SLMC 101 Principles of Speech
SLMC 323 Advertising Research and Marketing		3 cr. hrs.	SLMC 210 Intro to Strategic Communications/ Junior Standing
SLMC 324 Media Planning & Buying		3 cr. hrs.	SLMC 210 Intro to Strategic Communications/ Junior Standing
Minor Requirement		3 cr. hrs.	None
Minor Requirement		3 cr. hrs.	None
<b>Senior Year: Fall Semester</b>	<b>13 cr. hrs.</b>		
SLMC 402 Practicum-Internship: ADV		1 cr. hrs.	SLMC 321 Advertising Sales/ Junior or Senior Standing / Internship approval
SLMC 410 Social Media & Integrated Mktg Comm		3 cr. hrs.	SLMC 323 Advertising Research & Marketing or SLMC 311 Basic PR Writing
SLMC 491 Capstone: CapComm		3 cr. hrs.	SLMC 312 Advanced PR Writing or SLMC 323 Advertising Research
Minor Requirement		3 cr. hrs.	None
African American Elective		3 cr. hrs.	None
<b>Senior Year: Spring Semester</b>	<b>13 cr. hrs.</b>		
SCOM 220 Communications Entrepreneurship (CERRC)		1 cr. hrs.	None
SLMC SLMC Elective		3 cr. hrs.	None
MGMT 301 Mgmt & Organizational Behavior		3 cr. hr.	None
Minor Requirement		3 cr. hr.	None
Minor Requirement		3 cr. hr.	None

**A MINIMUM of 72 credit hours must be taken outside of the CATHY HUGHES SCHOOL OF COMMUNICATIONS (CHSOC).**

**IMPORTANT:** Unless otherwise arranged, CHSOC 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.

Adherence to this scheme by non-communication majors does not influence the student's chance of admission to the Cathy Hughes 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.

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

### **SCHOOL OF COMMUNICATION CORE REQUIRMENTS**

**(Total credits = 7 credits)**

- Intro: Comm. Professional Development - (1 credits)
- Digital Media Literacy - (3 credits)
- Ethical Issues in Communications - (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 & Story Telling – (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

