

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

***The Minor must be in Business or Economics**

Freshman Year: Fall Semester	16 cr. hrs.	Credit Hours	Pre-Requisites for Media Management
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
General Elective		3 cr. hrs.	None
Social Science Elective		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	None
Freshman Year: Spring Semester	16 cr. hrs.		
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
HHPL PE/Health Education Elective		1 cr. hrs.	None
PHIL 055 Intro to Philosophy		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	
Sophomore Year: Fall Semester	16 cr. hrs.		
MJFC 101 Intro to Mass Communication OR			
SLMC 202 Communication Theory		3 cr. hrs.	None
SLMC 203 Principles of Persuasion		3 cr. hrs.	None
SLMC 250 Intro to Lead. & Mgmt Comm.		3 cr. hrs.	None
ECON 001 Economics		3 cr. hrs.	None
MATH Math elective (006 or higher)		3 cr. hrs.	None
HHPL PE/Health Ed Elective		1 cr. hrs.	None
Sophomore Year: Spring Semester	15 cr. hrs.		
SLMC 241 Communication Policy		3 cr. hrs.	None
SLMC 210 Intro to Strategic Comm		3 cr. hrs.	Sophomore Standing
ECON 002 Economics		3 cr. hrs.	None
Social Science Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Can take Spring or Fall Semester			
Junior Year: Fall Semester	15 cr. hrs.		
SLMC 341 Race, Gender & Media OR Comm Elective		3 cr. hrs.	None
SLMC 321 Advertising Sales		3 cr. hrs.	SLMC 210 Intro to Strategic Communications
General Elective		3 cr. hrs.	None
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Can take Spring or Fall Semester			
Junior Year: Spring Semester	15 cr. hrs.		
SLMC 343 Programming		3 cr. hrs.	MJFC 101 Intro to Mass Comm OR SLMC 202 Comm. Theory
SLMC 301 Intercol./International Comm.		3 cr. hrs.	
African American Elective		3 cr. hrs.	
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
Senior Year: Fall Semester	13 cr. hrs.		
SLMC 490 Communication Research Methods		3 cr. hrs.	
SLMC 441 Broadcast Management		3 cr. hrs.	MJFC 101 Intro to Mass Comm. OR SLMC 202 Comm. Theory
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
SCOM 220 CERRC		1 cr. hrs.	None
Senior Year: Spring Semester	13 cr. hrs.		
SLMC 404 Practicum-Internship: MM		1 cr. hrs.	SLMC 321 Advertising Sales or SLMC 343 Programming
SLMC 492 Capstone: Sr. Research Project		3 cr. hrs.	SLMC 490 Comm Research Methods (cannot be taken simultaneously with SLMC 492)
SLMC 325 SLMC Co-Curricular		1 cr. hrs.	None
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Minor Requirement		3 cr. hr.	None
TOTAL		120 cr. hrs.	

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:** SLMC 490 AND SLMC 492 cannot be taken simultaneously.

****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.

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				ID @
				Email:
Last		First		MI
LOCAL ADDRESS				Phone:
Street		City	State	Zip Code
PERM. ADDRESS				Phone:
Street		City	State	Zip Code

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	Intro: Comm. Professional Dev.	1	1) PHIL 055 Intro. to Philosophy	3	
2	SCOM 120	Digital Media Literacy	3	2) _____ Foreign Language *	3	
3	SCOM 130	Ethical Issues in Communication	3	3) _____ Foreign Language *	3	
4	MJFC 101 or SLMC 202	Intro to Mass Comm. or Communication Theory	3	<i>*If student tests out of Foreign language, then the student may use Humanities Electives to satisfy credit requirements.</i>		
5	SLMC 203	Principles of Persuasion	3	SOCIAL SCIENCE (12 Hours)	HRS	GRADE
6	SLMC 241	Communication Policy	3	1) _____ Econ (1) (or Elect. If ECON. Minor)	3	
7	SLMC 250	Intro to Leadership & Mgmt. Comm.	3	2) _____ Econ (2) (or Elect. If ECON. Minor)	3	
8	SLMC 301	Intercultural/International Comm.	3	3) _____ Soc. Sci. Elective	3	
9	SLMC 321	Advertising Sales	3	4) _____ Soc. Sci. Elective	3	
10	SLMC 341 or -----	Race, Gender & Media OR Communications Elective	3			
11	SLMC 343	Programming	3	NATURAL SCIENCE & MATHEMATICS (3 credits)	HRS	GRADE
12	SLMC 404	Practicum-Internship: MM	1	1) MATH ____ Math Elective (MATH 006 or higher)	3	
13	SLMC 441	Broadcast Management	3			
14	SLMC 490	Communication Research Methods	3			
15	SLMC 492	Capstone: Senior Research Project	3	UNIVERSITY REQUIREMENTS (14 Hours)	HRS	GRADE
16	SLMC 210	Intro. to Strategic Communication	3	1) First Year Writing Semester 1 (ENGW)	3	
17	SLMC 325	SLMC Co-Curricular	1	2) First Year Writing Semester 2 (ENGW)	3	
18	SCOM 220	CERRC	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"

				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: _____