

Curriculum Guide for the  
DEPARTMENT OF STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION (120 credits to Graduate)  
**STRAT. 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 or social science		3 cr. hrs.	None
	Foreign Language		3 cr. hrs.	None
MATH	Math (MATH 005 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.	Sophomore Standing
ENGW	First Year Writing Semester 2		3 cr. hrs.	None
	Foreign Language		3 cr. hrs.	None
	History Elective or social science		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			
SLMC 202	or 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	International/Intercultural 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
				None
<b>Senior Year: Spring Semester</b>		<b>13 cr. hrs.</b>		
SCOM 220	Communications Entrepreneurship (CERRC)		1 cr. hrs.	None
	Communication Elective		3 cr. hrs.	None
MGMT 301	Mgmt & Organizational Behavior		3 cr. hr.	None
	Minor Requirement			
	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

**(Effective with the Freshman Class entering 2013 - Updated 9-12-2018)**

**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 <b>ADVERTISING SEQUENCE (STRAT.COMM. CONCENTRATION)</b> Total of 46 Hours Required - - No Grade less than "C"	GENERAL EDUCATION REQUIREMENTS (56 hours outside of Communications)
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#	COURSE #	COURSE TITLE	HRS	GRADE	HUMANITIES (9 Hours Required)	HRS	GRAD E
1	SCOM 102	Intro: Comm. Professional Development	1		_____ Foreign Language/General Elective	3	
2	SCOM 120	Digital Media Literacy	3		_____ Foreign Language/General Elective	3	
3	SCOM 130	Ethical Issues in Communication	3		_____ Philosophy	3	
4	SCOM 220	Communications Entrepreneurship (CERRC)	1				
5	SLMC 102	Fundamentals of Advertising & Story Telling	1				
6	MJFC 101	Intro to Mass Communication	3		<b>SOCIAL SCIENCE (15 Hours Required)</b>	HRS	GRAD E
	Or SLMC 202	Or Intro to Communication Theory					
7	SLMC 203	Principles of Persuasion	3		_____ Economics I	3	
8	SLMC 210	Intro to Strategic Communication	3		_____ Economics II	3	
9	SLMC 301	Intercultural/International Comm.	3		_____ Social Science/History Elective (1)	3	
10	SLMC 321	Advertising Sales	3		_____ Social Science/History Elective (2)	3	
11	SLMC 322	Advertising Copywriting & Design	3		_____ Sociology Elective (1)	3	
12	SLMC 323	Advertising Research and Marketing	3		<b>NATURAL SCIENCE &amp; MATHEMATICS (6 Hours Req.)</b>	HRS	GRAD E
13	SLMC 324	Media Planning & Buying	3		1) MATH 005 or higher _____	3	
14	SLMC 351	Advanced Public Speaking	3		2) _____ PSYC/SOC Psychology or Sociology	3	
15	SLMC 402	Practicum-Internship: ADV	1				
16	SLMC 410	Social Media & Integrated Marketing	3				
17	SLMC 491	Capstone: CapComm Lab	3		<b>UNIVERSITY REQUIREMENTS (17 Hours Required)</b>	HRS	GRAD E
18	SLMC 325	Communication Elective	3		1) ENGW 002 Freshman Comp 1	3	
					2) ENGW 003 Freshman Comp 2	3	
					3) ENGL Elective above 003	3	
					4) Principles of Speech	3	
					5) _____ African--American Elective	3	
					6) Health Education Electives (2 credits total)		
<b>Minor 18 Hours</b>					HHPL 1 _____	1	
1			3		HHPL 2 _____	1	
2			3				
3			3				
4			3				
5			3		<b>GENERAL ELECTIVES (9 Hours)</b>	HRS	GRAD E
6			3		1) MGMT 301 Management and Organizational Behavior	3	
					2) General Elective _____	3	
					3) General Elective _____	3	

Student Signature _____ Date _____ Counselor Signature _____ Date _____	
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Updates _____ _____ _____	<b>Academic Counselor's Clearance for Graduation</b>
	Signature: _____ Date: _____