

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

Freshman Year: Fall Semester		16 cr. hrs.	Credit Hours	Pre-Requisites for Advertising
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 005 or higher)		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.	Sophomore Standing
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.	
Sophomore Year: Fall Semester		14 cr. hrs.		
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
Sophomore Year: Spring Semester		18 cr. hrs.		
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
Junior Year: Fall Semester		15 cr. hrs.		
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
Junior Year: Spring Semester		15 cr. hrs.		
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
Senior Year: Fall Semester		13 cr. hrs.		
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
Senior Year: Spring Semester		13 cr. hrs.		
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

