Communication Major

Strategic Communication (54 credits)

Communication Core (22 credits):
COM 1110 – Human Communication
COM 1111 – Mediated Communication Systems
Internship (COM 4810-4815), Travel Study, Undergrad Research/Creative Work or COM
3000-level or above elective
COM 2261, 2262, 2263 or 2265 Practicum (2 credits)
COM elective outside of major sequence (4 credits)
COM 3390 – Communication Law and Ethics

Sequence Core (24 credits):
COM 2225 – Foundations of Strategic Communication
COM 3315 – Strategic Message Development in Public Relations
COM 3325 – Strategic Message Development in Advertising
COM 3365 – Case Studies in Strategic Communication
COM 3385 – Applied Research in Strategic Communication
COM 4415 – Strategic Communication Campaign Management
COM 2881, 3881, 4881 – Special Topics
COM 4444 – Independent Study

Plus 8 credits of non-communication courses related to sequence (with the advisor's
approval) – Students are exempt from this requirement if they have a minor or second major.

Total: 54 credits