# Strategic Communication (with AD/PR, ORG.COMM/PR)

Degree Audit

2024-2025

Requirements	Hours	Hrs Complete & Grade	Hours in Progress	Hours Needed
COMM 110: Human Communication*	3			
COMM 230: Comm Theory & Research I*	3			
COMM 333: Comm Theory & Research II	3			
MASS 101: Media and Society	3			
MASS 420: Media Law & Ethics	3			
Media Skills: Choose ONE from: MASS 111, 123, 150, 375; GRPH 201, 350				
	3			

#### Choose **TWO Electives** from COMM or MASS with advisor approval

(minimum of 3 hours at 300-400 level)

Elective	Hours	Hrs Complete & Grade	Advisor Approval
	3		
	3		

## Choose ONE track from Advertising/PR or Organizational Communication/PR

### Advertising/Public Relations Track:

MASS 207: Media Writing I	3
MASS 225: Intro to Advertising	3
MASS 230: Intro To Public Relations	3
MASS 397/497: Media Internship	3
MASS 410: Ad/PR Campaigns OR	2
COMM 413: Health Campaigns	5

### OR

### **Organizational Communication/Public Relations Track:**

COMM 211: Organizational Comm	3		
MASS 230: Intro to Public Relations	3		
COMM 301: Group Discussion & Leadership OR COMM 330: Crisis Communication	3		
COMM 397/497: Internship	3		
COMM 420: Business Comm Seminar	3		

#### Capstone

MASS 430: Capstone in Media & Communication	3			
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Student Signature and Date	Advisor Signature and Date		

Each major must include at least 18 hours of 300-400 level credit that are not applied toward any additional majors.