Strategic communication is an umbrella term covering all three undergraduate tracks offered by the department. The tracks from which students may choose are:

- advertising
- public relations
- media design

Requirements

General Requirements
Each degree track requires 34 credit hours, comprised of the 16-credit-hour departmental Core Curriculum and 18 credit hours of specialized coursework. The courses of Core Curriculum include Strategic Communication Campaigns (APRD 4403), a 4-credit-hour capstone course completed in the student’s final year.

Core Curriculum
Students must take the following courses to complete the department core requirement.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRD 1000</td>
<td>Creative Industries</td>
<td>3</td>
</tr>
<tr>
<td>APRD 1001</td>
<td>Creative Concepts</td>
<td>3</td>
</tr>
<tr>
<td>APRD 1002</td>
<td>Introduction to Branding</td>
<td>3</td>
</tr>
<tr>
<td>JRNL 3651</td>
<td>Media Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>APRD 4403</td>
<td>Strategic Communication Campaigns (plus 1 credit hour of lab/workshop)</td>
<td>4</td>
</tr>
</tbody>
</table>

Total Credit Hours: 16

Secondary Area of Study
In addition to coursework required for the major, all students in STCM must complete a secondary area of study outside of STCM. This secondary area of study can be met by any of the following: a minor, a second major within CMCI, a double degree or any credit-based certificate program of at least 12 credit hours.

Program Tracks

Media Design and Creative Advertising Track
The media design and creative advertising track consists of two required courses and four electives totaling 18 credit hours. All media design students are also required to maintain an online portfolio of their work. A portfolio review is required for graduation.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRD 2003</td>
<td>Principles of Design</td>
<td>3</td>
</tr>
</tbody>
</table>

3rd Semester

4th Semester
Select one of the following:

- APRD 3000 Intermediate Creative Concepts (suggested for all creative advertising majors)

Total Credit Hours: 18

Strategic Advertising Track
The strategic advertising track consists of two required courses and four electives totaling 18 credit hours. All strategic students are also required to maintain a portfolio of their work. A portfolio review is required for graduation.

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRD 3000</td>
<td>Intermediate Design Concepts (suggested for design majors)</td>
<td>3</td>
</tr>
</tbody>
</table>

4th through 8th Semesters
EITHER four required electives offered by APRD under the Media Design track, OR one of three suggested pathways:

1. Creative Advertising - Copywriting:
   - APRD 3500 Story Design II
   - APRD 3102 Story Design I
   - APRD 4503 Portfolio 1
   - APRD 4523 Portfolio 2

2. Creative Advertising – Art Direction:
   - APRD 3001 Intermediate Design Concepts
   - APRD 3100 Design for Digital Media
   - APRD 4503 Portfolio 1
   - APRD 4523 Portfolio 2

3. Media Design:
   - APRD 3100 Design for Digital Media
   - Branding and Identity Systems
   - APRD 4600 Design Portfolio I
   - APRD 4601 Design Portfolio II

General Electives:
- APRD 2000 Principles of Advertising
- APRD 2002 Principles of Public Relations
- APRD 3001 Intermediate Design Concepts
- APRD 3100 Design for Digital Media
- APRD 3102 Story Design I
- APRD 3500 Story Design II
- APRD 4503 Portfolio 1
- APRD 4523 Portfolio 2
- APRD 3700 Field Study in Strategic Communication
- APRD 4501 Design for Social Innovation
- APRD 4600 Design Portfolio I
- APRD 4601 Design Portfolio II
- APRD 4700 Advertising Intensive
- APRD 4931 Internship

Design History
- Branding and Identity Systems
- Design Research
- Information Visualization
- The Entrepreneurial Mindset
- Leadership: Styles and Situations
- Imagining Futures
- Design Psychology
- Designing User Experience

Total Credit Hours: 18
### Strategic Communication - Bachelor of Science (BS)

<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>APRD 2000</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
</tbody>
</table>

**4th through 8th Semesters**

Select one of the following:

- APRD 3002 Communication Platforms (suggested for media planning)
- APRD 3003 Strategic Communication Research Methods (suggested for account planning)
- APRD 3004 Account Management (suggested for account management)

EITHER 4 electives offered under the Strategic Advertising track OR one of two suggested pathways:

1. Account Management:
   - APRD 3002 Communication Platforms
   - APRD 3003 Strategic Communication Research Methods
   - APRD 4300 Strategic Communication Analytics and Metrics

2. Account Planning:
   - APRD 3008 Qualitative Research Methods
   - APRD 3007 Curiosity for Strategists
     or APRD 4100 Brands and Culture
   - APRD 4102 Sustainable Brand Practices: Ethics Cases in Advertising and PR

3. Media Planning:
   - APRD 3005 Content Strategy and User Engagement
   - APRD 4101 Advertising Media Planning
   - APRD 4300 Strategic Communication Analytics and Metrics

**Advertising Electives:**

- APRD 2002 Principles of Public Relations
- APRD 2003 Principles of Design
- APRD 3002 Communication Platforms
- APRD 3003 Strategic Communication Research Methods
- APRD 3004 Account Management
- APRD 3005 Content Strategy and User Engagement
- APRD 3006 History of Advertising
- APRD 3007 Curiosity for Strategists
- APRD 3008 Qualitative Research Methods
- APRD 3700 Field Study in Strategic Communication
- APRD 4100 Brands and Culture
- APRD 4102 Sustainable Brand Practices: Ethics Cases in Advertising and PR
- APRD 4300 Strategic Communication Analytics and Metrics
- APRD 4300 Strategic Communication Analytics and Metrics
- APRD 4543 Strategic Brand Management
- APRD 4700 Advertising Intensive

| APRD 4931 | Internship | Total Credit Hours | 18 |

**Public Relations Track**

The public relations track consists of three required courses and three electives totaling 18 credit hours. All PR students are required to maintain a portfolio of their work. A portfolio review is required for graduation.

<table>
<thead>
<tr>
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<tr>
<td>APRD 2002</td>
<td>Principles of Public Relations</td>
<td>3</td>
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</tbody>
</table>

**4th through 7th Semesters**

- APRD 3003 Strategic Communication Research Methods
- APRD 3103 Strategic Writing for Public Relations

**4th through 8th Semesters**

Three electives offered under the Public Relations track:

Public Relations Electives:

- Strategic Planning Cases in PR
- APRD 2000 Principles of Advertising
- APRD 2003 Principles of Design
- APRD 3002 Crisis Communication in Public Relations
- APRD 3001 Social Media Strategies for Public Relations
- APRD 3002 Case Studies in Public Relations
- APRD 4300 Strategic Communication Analytics and Metrics
- APRD 3700 Field Study in Strategic Communication
- APRD 4102 Sustainable Brand Practices: Ethics Cases in Advertising and PR
- APRD 4931 Internship

General Electives:

- COMM 3320 Persuasion in Society
- COMM 2600
- COMM 1300 Public Relations
- COMM 3310 The Craft of Argument
- PR and Society
- History of Advertising and Public Relations
- Social Media Strategies
- PR Law and Ethics

| APRD 4931 | Internship | Total Credit Hours | 18 |

**Recommended Four-Year Plan of Study**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRD 1000</td>
<td>Creative Industries</td>
<td>3</td>
</tr>
</tbody>
</table>

**Year One**

**Fall Semester**

- APRD 1000 Creative Industries

  Credit Hours 3

<table>
<thead>
<tr>
<th>Course</th>
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<th>Credit Hours</th>
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</thead>
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<tr>
<td>APRD 1001</td>
<td>Creative Concepts</td>
<td>3</td>
</tr>
<tr>
<td>APRD 1002</td>
<td>Introduction to Branding</td>
<td>3</td>
</tr>
</tbody>
</table>

**Spring Semester**

- APRD 1001 Creative Concepts
- APRD 1002 Introduction to Branding

  Credit Hours 6
### Year Two

**Fall Semester**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRNL 3651</td>
<td>Media Law and Ethics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Credit Hours**

6

### Year Four

**Fall Semester**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRD 4403</td>
<td>Strategic Communication Campaigns</td>
<td>4</td>
</tr>
</tbody>
</table>

**Credit Hours**

4

**Total Credit Hours**

19