

Strategic Communication - Evening

First Semester

COM 208	Introduction to Media
BUS 310	Principles of Marketing
COM 224	Foundations of PR/Strategic Communication
COM 226	Writing & Production for PR/Strategic Communication

Second Semester

BUS 318	Principles of Advertising
ART 230	Graphic Design for the Non-Major
COM 420	Media Law
COM 359	Digital Media for PR/Strategic Communication

Summer Semester

BUS 315	Selling Principles and Methods
COM 213	Media Literacy
BUS 415	Advanced Sales Communications

Third Semester

COM 311	Advanced Writing for PR/Strategic Communication
BUS 462	Consumer Behavior
COM 358	Social Media for PR/Strategic Communication
BUS 472	Marketing Management

Fourth Semester

COM 362	Media Ethics
COM 403	PR/Strategic Communication Theory & Research
COM 462	PR/Strategic Communication Case Analysis
COM 463	PR/Strategic Communication Campaigns
COM 470	Portfolio for PR/Strategic Communication (1)

Internship

COM 481	Communication Internship (15)
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