

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 or social science		3 cr. hrs.	None
	Foreign Language		3 cr. hrs.	None
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 or social science		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.		
SLMC/MJFC	Communication Elective		1 cr. hrs.	None
SLMC/MJFC	Communication Elective		3 cr. hrs.	None
Social Science Elective (formerly MGMT 301 Mgmt & Organizational Behavior)			3 cr. hr.	None
	Minor Requirement			
	Minor Requirement		3 cr. hr.	None

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

(Effective with students entering 2013 and after - updated 8-22-2022)
HOWARD UNIVERSITY *CATHY HUGHES SCHOOL OF COMMUNICATIONS* GRADUATION CHECKLIST
Minimum of 120 hours Required for Graduation

STUDENT'S NAME	ID @
<div style="display: flex; justify-content: space-between; margin-top: 10px;"> <i>Last</i> <i>First</i> <i>MI</i> </div>	Email:
LOCAL ADDRESS	Phone: ()
<div style="display: flex; justify-content: space-between; margin-top: 10px;"> <i>Street</i> <i>City</i> <i>State</i> <i>Zip Code</i> </div>	Phone: ()
PERM. ADDRESS	Phone: ()
<div style="display: flex; justify-content: space-between; margin-top: 10px;"> <i>Street</i> <i>City</i> <i>State</i> <i>Zip Code</i> </div>	

STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION ADVERTISING SEQUENCE (STRAT.COMM. CONCENTRATION) <i>Total of 46 Hours Required - - No Grade less than "C"</i>	GENERAL EDUCATION REQUIREMENTS (56 hours outside of Communications)
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#	COURSE #	COURSE TITLE	HRS	GRADE	HUMANITIES (9 Hours Required)	HRS	GRADE
1	SCOM 102	Intro: Comm. Professional Development	1		___ Foreign Language/General Elective	3	
2	SCOM 120	Digital Media Literacy	3		___ Foreign Language/General Elective	3	
3	SCOM 130	Ethical Issues in Communication	3		___ Philosophy	3	
4	SLMC/MJFC	Communications Elective	1				
5	SLMC 102	Fundamentals of Advertising & Story Telling	1				
6	MJFC 101 or SLMC 202	Intro to Mass Communication or Intro to Communication Theory	3		SOCIAL SCIENCE (15 Hours Required)	HRS	GRADE
7	SLMC 203	Principles of Persuasion	3		___ Economics I	3	
8	SLMC 210	Intro to Strategic Communication	3		___ Economics II	3	
9	SLMC 301	Intercultural/International Comm.	3		___ Social Science/History Elective (1)	3	
10	SLMC 321	Advertising Sales	3		___ Social Science/History Elective (2)	3	
11	SLMC 322	Advertising Copywriting & Design	3		___ Sociology Elective (1)	3	
12	SLMC 323	Advertising Research and Marketing	3		NATURAL SCIENCE & MATHEMATICS (6 Hours Req.)	HRS	GRADE
13	SLMC 324	Media Planning & Buying	3		1) MATH 005 or higher	3	
14	SLMC 351	Advanced Public Speaking	3		2) ___ PSYC/SOC Psychology or Sociology	3	
15	SLMC 402	Practicum-Internship: ADV	1				
16	SLMC 410	Social Media & Integrated Marketing	3				
17	SLMC 491	Capstone: CapComm Lab	3		UNIVERSITY REQUIREMENTS (17 Hours Required)	HRS	GRADE
18	SLMC/MJFC	Communication Elective	3		1) ENGW Freshman Comp 1	3	
					2) ENGW Freshman Comp 2	3	
					3) ENGL Elective	3	
					4) Principles of Speech	3	
					5) ___ African--American Elective	3	
					6) Health Education Electives (2 credits total)		

Minor 18 Hours.	No grade less than a "C"	HHPL 1	1	
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1			3		HHPL 2	1	
2			3				
3			3				
4			3				
5			3		GENERAL ELECTIVES (9 Hours)	HRS	GRADE
6			3		1) Social Science Elective (formerly MGMT 301 Management and Organizational Behavior)	3	
					2) General Elective	3	
					3) General Elective	3	

Student Signature _____ Date _____	
Counselor Signature _____ Date _____	

Updates _____	Academic Advising Clearance for Graduation
_____	Signature: _____
_____	Date: _____