

Curriculum Guide for the
DEPARTMENT OF STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION (120 credits to Graduate)
MANAGEMENT COMM. CONCENTRATION – MEDIA MANAGEMENT SEQUENCE

***The Minor must be in Business or Economics**

Freshman Year: Fall Semester	16 cr. hrs.	Credit Hours	Pre-Requisites for Media Management
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
General Elective		3 cr. hrs.	None
Social Science Elective		3 cr. hrs.	None
Foreign Language		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.	None
ENGW First Year Writing Semester 2		3 cr. hrs.	None
HHPL PE/Health Education Elective		1 cr. hrs.	None
PHIL 055 Intro to Philosophy		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	
Sophomore Year: Fall Semester	16 cr. hrs.		
MJFC 101 Intro to Mass Communication OR			
SLMC 202 Communication Theory		3 cr. hrs.	None
SLMC 203 Principles of Persuasion		3 cr. hrs.	None
SLMC 250 Intro to Lead. & Mgmt Comm.		3 cr. hrs.	None
ECON 001 Economics		3 cr. hrs.	None
MATH Math elective (005 or higher)		3 cr. hrs.	None
HHPL PE/Health Ed Elective		1 cr. hrs.	None
Sophomore Year: Spring Semester	15 cr. hrs.		
SLMC 241 Communication Policy		3 cr. hrs.	None
SLMC 210 Intro to Strategic Comm		3 cr. hrs.	Sophomore Standing
ECON 002 Economics		3 cr. hrs.	None
Social Science Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Can take Spring or Fall			
Junior Year: Fall Semester	15 cr. hrs.		
SLMC/MJFC Comm Elective		3 cr. hrs.	None
SLMC 321 Advertising Sales		3 cr. hrs.	SLMC 210 Intro to Strategic Communications
General Elective		3 cr. hrs.	None
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Can take Spring or Fall			
Junior Year: Spring Semester	15 cr. hrs.		
SLMC 343 Programming		3 cr. hrs.	MJFC 101 Intro to Mass Comm or SLMC 202 Comm. Theory
SLMC 301 Intercol./International Comm.		3 cr. hrs.	
African American Elective		3 cr. hrs.	
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
Senior Year: Fall Semester	13 cr. hrs.		
SLMC 490 Communication Research Methods		3 cr. hrs.	
SLMC 441 Broadcast Management		3 cr. hrs.	MJFC 101 Intro to Mass Comm. OR SLMC 202 Comm. Theory
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
SLMC/MJFC Communicative Elective		1 cr. hr.	None
Senior Year: Spring Semester	13 cr. hrs.		
SLMC 404 Practicum-Internship: MM		1 cr. hrs.	SLMC 321 Advertising Sales or SLMC 343 Programming
SLMC 492 Capstone: Sr. Research Project		3 cr. hrs.	SLMC 490 Comm Research Methods (cannot be taken simultaneously with SLMC 492)
SLMC/MJFC 325 Co-Curricular		1 cr. hr.	None
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*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:** SLMC 490 AND SLMC 492 cannot be taken simultaneously.

****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.

Overview of School of Communication Credits: Media Management Requirements
Total 46 CHSOC Credits

SCHOOL OF COMMUNICATIONS CORE REQUIREMENTS (Total credits = 7 credits)

- Intro: Comm. Professional Development - (1 credits)
- Digital Media Literacy - (3 credits)
- Ethical Issues in Communication - (3 credits)

DEPARTMENTAL CORE REQUIREMENTS (Total credits = 13 credits)

- Principles of Persuasion - (3 credits)
- International/Intercultural Communication - (3 credits)
- Intro to Mass Communications or Communication Theory – (3 credits)
- Internship - (1 credit)
- Capstone: Senior Research project (3 credits)

MANAGEMENT COMMUNICATION CORE REQUIREMENTS (Total credits = 9 credits)

- Introduction to Leadership & Management Communications - (3 credits)
- Research Methodology - (3 credits)
- Introduction to Strategic Communications – (3 credits)

MEDIA MANAGEMENT SEQUENCE REQUIREMENTS (Total 17 credits)

- Communication Policy - (3 credits)
- Advertising Sales - (3 credits)
- Race, Gender, and Media - (3 credits) or Communication Elective – (3 credits)
- Programming - (3 credits)
- Broadcast Management – (3 credits)
- Communication Entrepreneurship – (1 credit)
- SLMC Co-Curricular – (1 credit)

****GENERAL ELECTIVES REQUIREMENTS (Total 18 credits)**

- For Management Concentration students to expand their understanding of individuals, society, and social and cultural issues, we suggest General Electives from disciplines such as Psychology, Sociology, English, Political Science, Criminology, Art and African Studies.

(Effective for students entering 2013 or after - Updated 8-22-2022)

HOWARD UNIVERSITY *CATHY HUGHES SCHOOL OF COMMUNICATIONS* GRADUATION CHECKLIST

Minimum of 120 hours Required for Graduation

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

STRATEGIC, LEGAL & MANAGEMENT COMMUNICATION MGMT. COMM. CONCENTRATION – MEDIA MANAGEMENT SEQUENCE <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)	HRS	GRADE
1	SCOM 102	1		1) PHIL 055 Intro. to Philosophy	3	
2	SCOM 120	3		2) _____ Foreign Language *	3	
3	SCOM 130	3		3) _____ Foreign Language *	3	
4	MJFC 101 or SLMC 202	3		<i>*If student tests out of Foreign language, then the student may use Humanities Electives to satisfy credit requirements.</i>		
5	SLMC 203	3		SOCIAL SCIENCE (12 Hours)	HRS	GRADE
6	SLMC 241	3		1) _____ Econ (1) (or Elect. If ECON. Minor)	3	
7	SLMC 250	3		2) _____ Econ (2) (or Elect. If ECON. Minor)	3	
8	SLMC 301	3		3) _____ Soc. Sci. Elective	3	
9	SLMC 321	3		4) _____ Soc. Sci. Elective	3	
10	SLMC 341 or MJFC	3				
11	SLMC 343	3		NATURAL SCIENCE & MATHEMATICS (3 credits)	HRS	GRADE
12	SLMC 404	1		1) MATH _____ Math Elective (MATH 005 or higher)	3	
13	SLMC 441	3				
14	SLMC 490	3				
15	SLMC 492	3		UNIVERSITY REQUIREMENTS (14 Hours)	HRS	GRADE
16	SLMC 210	3		1) First Year Writing Semester 1 (ENGW)	3	
17	SLMC/MJFC	1		2) First Year Writing Semester 2 (ENGW)	3	
18	SLMC/MJFC	1		3) SLMC 101 Principles of Speech	3	
				4) African-American Elective	3	
				5) PE/Health Education	1	
				6) PE/Health Education	1	

MINOR (18 Hours) BUSINESS or ECONOMICS No grade less than a "C"

COURSE #	COURSE TITLE	HRS	GRADE	**GENERAL Electives. (18 Hours)	HRS	GRADE
1				1) _____ General Elective	3	
2				2) _____ General Elective	3	
3				3) _____ General Elective	3	
4				4) _____ General Elective	3	
5				5) _____ General Elective	3	
6				6) _____ General Elective	3	

Student Signature _____ Date _____
 Counselor Signature _____ Date _____

Academic Advising Clearance for Graduation

Updates _____

Signature: _____
 Date: _____

