

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

Freshman Year: Fall Semester	17 cr. hrs.	Credit Hours	Pre-Requisites for Public Relations
SCOM 102 Intro: Comm. Professional Dev 1		1 cr. hr.	None
SCOM 120 Digital Media Literacy		3 cr. hrs.	None
ENGW First Year Writing Semester 1		3 cr. hrs.	None
HHLP PE/Health Education		1 cr. hrs.	None
MATH Math (005 or Higher)		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	None
Humanities Elective		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
HIST US History Elective		3 cr. hrs.	None
HHLP PE/Health Education		1 cr. hr.	None
Foreign Language		3 cr. hrs.	None
Sophomore Year: Fall Semester	16 cr. hrs.		
MJFC 100 Fundamentals of Journalism		1 cr. hr.	None
MJFC 101 Intro to Mass Communications		3 cr. hrs.	None
ENGL English Writing Elective (Above ENGW)		3 cr. hrs.	None
PHIL Philosophy		3 cr. hrs.	None
ECON 001 Economics		3 cr. hrs.	None
SOCI Sociology		3 cr. hrs.	None
Sophomore Year: Spring Semester	16 cr. hrs.		
SLMC 210 Intro to Strategic Communications		3 cr. hrs.	Sophomore Standing
SLMC 203 Principles of Persuasion		3 cr. hrs.	None
SLMC/MJFC Communication Elective		3 cr. hrs.	None
ECON 002 Economics		3 cr. hrs.	None
SLMC 103 Fundamentals of Public Relations		1 cr. hrs.	Sophomore Standing
POLS Political Science		3 cr. hrs.	None
Junior Year: Fall Semester	15 cr. hrs.		
SLMC 301 International/Intercultural Comm.		3 cr. hrs.	None
SLMC 311 Basic PR Writing		3 cr. hrs.	MJFC100: Fundamentals of Journalism SLMC 210: Intro to Strategic Comm
SLMC 351 Advanced Public Speaking		3 cr. hrs.	SLMC101: Principles of Speech
African-American Elective		3 cr. hrs.	None
Minor Requirement		3 cr. hrs.	None
Junior Year: Spring Semester	15 cr. hrs.		
SLMC 312 Advanced PR Writing		3 cr. hrs.	SLMC 311: Basic PR Writing
SLMC 313 Public Affairs Planning & Mgmt		3 cr. hrs.	SLMC 311: Basic PR Writing
PSYC Psychology		3 cr. hrs.	None
Fine Arts Elective		3 cr. hrs.	None
Minor Requirement		3 cr. hrs.	None
Senior Year: Fall Semester	12 cr. hrs.		
SLMC 410 Social Media & Integrated Mktg.		3 cr. hrs.	SLMC 311: Basic PR Writing OR SLMC 323: Advertising Research & Marketing
SLMC 491 CapComm Lab		3 cr. hrs.	SLMC 312: Advanced PR Writing OR SLMC 323: Advertising Research
Minor Requirement		3 cr. hrs.	
Minor Requirement		3 cr. hrs.	
Senior Year: Spring Semester	12 cr. hrs.		
SLMC 401 Practicum-Internship: PR		1 cr. hr.	Junior/Senior Standing & prior approval of Internship before beginning Internship, SLMC311: Basic PR Writing
SLMC/MJFC Communication Elective Course		3 cr. hrs.	
Social Science Elective (formerly MGMT 301 Principles of Mgmt & Org. Beh.)		3 cr. hrs.	
Minor Requirement		3 cr. hrs.	
Minor Requirement		3 cr. hrs.	
TOTAL		120 cr. hrs.	

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 REQUIREMENTS – TOTAL Credits = 46

(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 1 credit Internship)

- CapComm Lab - (3 credits)
- International/Intercultural Communication - (3 credits)
- Principles of Persuasion - (3 credits)
- Introduction to Mass Communications - (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)

PUBLIC RELATIONS SEQUENCE REQUIREMENTS

(Total credits = 17 credits)

- Fundamentals of Journalism – (1 credit)
- Fundamentals of Public Relations – (1 credit)
- Basic PR Writing - (3 credits)
- Advanced PR Writing - (3 credits)
- Public Affairs Planning & Management - (3 credits)
- Elective – minimum of **two (3)** of the following courses (6 credits)
 - Advertising Copywriting and Design
 - Communications Research Methods
 - Communications law
 - Introduction to Leadership & Management
 - Conflict Management & Negotiation
 - Race, Gender and Media
 - Interpersonal Communication
 - Organizational Communication
 - SLMC 407: SR: Special Topics (Strat Comm Concentration Options Only)
