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.)			
Minor Requirement	3 cr. hrs.		
Minor Requirement TOTAL	3 cr. hrs. 120 cr. hrs.		

IMPORTANT: Unless otherwise arranged, CHSOC required courses should be taken within the <u>Year</u> 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.

<u>**NOTE:</u> 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 COMMUMINCATION CORE REQUIRMENTS - 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)
- D 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)
- Dublic Affairs Planning & Management (3 credits)
- Elective minimum of two (3) of the following courses (6 credits)
 - Advertising Copywriting and Design
 - Communications Research Methods
 - o Communications law
 - o Introduction to Leadership & Management
 - Conflict Management & Negotiation
 - o Race, Gender and Media
 - Interpersonal Communication
 - Organizational Communication
 - o SLMC 407: SR: Special Topics (Strat Comm Concentration Options Only)

(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								
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Street City State			Zip Code ()					
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	STRATEGI	C, LEGAL & MANAGEMENT COMMUNICA						
	STRATEGIC COMM. CONCENTRATION -				GENERAL EDUCATION REQUIREMENTS			
PUBLIC RELATIONS SEQUENCE				(56 Hours of General Education Credits)				
Total of 46 Hours Required No Grade less than COURSE # COURSE TITLE		HR S	GRADE	HUMANITIES Electives (18 Hours)		GRADE		
1	SCOM 102	Intro: Comm. Professional Dev.	3 1		1) English Writing Elective (above ENGW)	HRS 3	GRADE	
2	SCOM 120	Digital Media Literacy	3		2)Philosophy	3		
3	SCOM 130	Ethical Issues in Communication	3		3)Humanities	3		
4	MJFC 100	Fundamentals of Journalism	1		4)Foreign Language*	3		
5	MJFC 101	Introduction to Mass Communications	3		5)Foreign Language*	3		
6	SLMC 103	Fundamentals of Public Relations	1		6)Fine Arts	3		
7	SLMC 203	Principles of Persuasion	3		*16-4-4-4-4-4-4-6-5			
8	SLMC 210	Introduction to Strategic Comm.	3		*If student tests out of Foreign language, then the student may use General Electives to satisfy credit requirements.			
9	SLMC 301	International/Intercultural Comm.	3		SOCIAL SCIENCE Electives (21 Hours)		GRADE	
10	SLMC 311	Basic PR Writing	3		1) POLS Political Science	3		
11	SLMC 312	Advanced PR Writing	3		2) Social Science Elective(formerly MNGT 301 Principles of Management & OB)	3		
12	SLMC 313	Public Affairs Planning & Mgmt.	3		3) US History elective	3		
13	SLMC 351	Advanced Public Speaking	3		4) ECON (1)	3		
14	SLMC 401	Practicum-Internship: PR	1		5) ECON (2)	3		
15	SLMC 410	Social Media & Integrated Mktg Comm	3		6) PSYC Psychology	3		
16	SLMC 491 SLMC or	CapComm Lab	3		7) SOCI Sociology	3	CRADE	
17	MJFC	Communication Elective	_		NATURAL SCIENCE & MATHEMATICS (3 Hours)	HRS	GRADE	
18	SLMC or MJFC	Communication Elective	3		1) Math 005 or higher	3		
					UNIVERSITY REQUIREMENTS (14 Hours)	HRS	GRADE	
					1) First Year Writing Semester 1 (ENGW)	3		
N / I N	OB (19 Linua)		there	۵ <i>"C</i> "	2) First Year Writing Semester 2 (ENGW)	3		
MINOR (18 Hours) No grade less than		aC	3) Principles of Speech	3				
1			3		4) African American Elective 5) PE/Health Education	3		
2			3		6) PE/Health Education	1		
4			3			-		
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Student SignatureDate								
Counselor SignatureDate		Academic Advising Clearance for Graduation						
Updates			Signature:					
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