

COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES MASS COMMUNICATION STRATEGIC COMMUNICATION DEGREE PLAN 2025-26

FIRST YEAR- FRESHMAN (32-HRS)

Fall Semester – 16 Total Hours

ART	1123	Computers for Creatives
MCOM	1733	Intro to Mass Media (C)
UNIV	1001	Tiger Connect (C)
ENG	1113	Freshman Composition I (C)
MATH	xxx3	Mathematical and Statistical Reasoning (CT)
ANY	xxx3	General Education Elective (GC)

Spring Semester – 16 Total Hours

MCOM	1813	Intro to Video Production
ENG	1213	Freshman Composition II (IL)
ANY	xxx4	Nature and Science I (C) (CT) (IL) (IKC) (GC)
PS	1113	U.S. Government (CT)
ANY	xxx3	General Education Elective

SECOND YEAR-SOPHOMORE (30-HRS)

Fall Semester – 15 Total Hours

MCOM	2733	Writing for Media I (C)
COMM	2153	Interpersonal Communication
ART	2943	Principles of Graphic Design
HIST	xxx3	Civic Consciousness (CT)
ANY	xxx3	Cultural and Aesthetic Awareness I (C) (CT) (IL) (IKC) (GC)
SFA	1000	Cultural Attendance

Spring Semester – 15 Total Hours

MCOM	1713	Intro to Photography
COMM	3133	Organizational Communication
ANY	xxx3	Exploration and Personal Enrichment I (C) (CT) (IL) (IKC) (GC)
ANY	xxx3	Nature and Science II (C) (CT) (IL) (IKC) (GC)
ANY	xxx3	Cultural and Aesthetic Awareness I (C) (CT) (IL) (IKC) (GC)

THIRD YEAR - JUNIOR (30-HRS)

Fall Semester – 15 Total Hours

MCOM	3783	Writing for Media II
MCOM	3013	Media Practicum
ANY	xxx3	Any Required Elective for MCOM/COMM
ANY	xxx3	Upper Level Elective
ANY	xxx3	Upper Level Elective

Spring Semester – 15 Total Hours

MCOM	4012	Career Preparation
MCOM	3853	Media Ethics and Law
MCOM	3053	Social Media Management (C)
COMM	3243	Presentational Communication
MCOM	4711	Internship
ANY	xxx3	Upper Level Elective

FOURTH YEAR - SENIOR (28-HRS)

Fall Semester – 15 Total Hours

ANY xxx3 Any Required Elective for MCOM/COMM
ANY xxx3 Any Required Elective for MCOM/COMM
ANY xxx3 General Education Elective
ANY xxx3 Upper Level Elective
ANY xxx3 Upper Level Elective

Spring Semester – 13 Total Hours

MCOM 4611 Senior Portfolio
COMM 3613 Group Dynamics
ANY xxx3 Any Required Elective for MCOM/COMM
ANY xxx3 Upper Level Elective
ANY xxx3 Upper Level Elective

Total Degree Plan Hours: 120

General Education Student Learning Outcome Index

Students must take at least one course that meets each of the five Student Learning Outcomes

Communication (C)
Critical Thinking (CT)
Information Literacy (IL)
Intercultural Knowledge and Competence (IKC)
Global Citizenship (GC)