



STRATEGIC COMMUNICATION

FOUR-YEAR PLAN

FIRST YEAR FALL

COMM 215 FOUNDATIONS OF COMMUNICATION (3)
 COMM 216 MULTIMEDIA STORYTELLING (3)
 COMM 227 FOUNDATIONAL VIDEO (3)

FIRST YEAR SPRING

COMM 211 PRESENTATIONAL SPEAKING (3)
 COMM 231 INTEGRATED BRAND MANAGEMENT (3)

SECOND YEAR FALL

COMM 351 PRINCIPLES OF PERSUASION & INFLUENCE (3)
 COMM 221 MULTIMEDIA WRITING (3)
 COMM 340 ADVERTISING & PUBLIC RELATIONS RESEARCH &
 STRATEGY (3)

SECOND YEAR SPRING

ENGL 285 COMMUNICATION AND ETHICS (3)
 COMM 435 ORGANIZATIONAL CRISIS AND CHANGE (3)

THIRD YEAR FALL

COMM 386 WEB COMMUNICATION (3)
 COMM 413 CAMPAIGNS I (3)

THIRD YEAR SPRING

COMM 414 CAMPAIGNS II (3)

THIRD YEAR SUMMER

COMM 397 OR 497 INTERNSHIP - *STRONGLY RECOMMENDED*

FOURTH YEAR FALL

COMM 493 SENIOR SEMINAR (3)

FOURTH YEAR SPRING

