



CORE CURRICULUM & GRADUATION REQUIREMENTS

ENGL	1301, 1302	6-hours	LIFE AND PHYSICAL SCIENCES	8-hours
HIST	2300 or 2301	6-hours	LANGUAGE, PHILOSOPHY & CULTURE	3-hours
POLS	1301, 2306	6-hours	Fulfilled with MCOM 2330 or other approved course	
CREATIVE ARTS		3-hours	SOCIAL AND BEHAVIORAL SCIENCES	3-hours
	Fulfilled with MCOM 2301 or other approved course		Fulfilled with MCOM 1300	
ORAL COMMUNICATION		3-hours	FOREIGN LANGUAGE/GLOBAL COMMUNICATION	9-hours
	Fulfilled with MCOM 2310		Partially fulfilled with MCOM 2350	
MULTICULTURAL		3-hours	MATH AND LOGICAL REASONING	6-hours
	Fulfilled with MCOM 2350		Partially fulfilled with MATH 2300 or MATH 2345	

MEDIA STRATEGIES MAJOR (43-hours)

MATH 2300	STATISTICAL METHODS OR	MCOM 3300	THEORIES OF MEDIA AND COMMUNICATION
MATH 2345	INTRO. TO STATISTICS WITH APPLICATION TO BUSINESS	MCOM 3320	MEDIA & COMMUNICATION LAW
MCOM 1100	SUCCESS IN MEDIA & COMMUNICATION	MCOM 3380	RESEARCH METHODS IN MEDIA & COMMUNICATION
MCOM 1300	FOUNDATIONS OF MEDIA & COMMUNICATION	MCOM 4325	MEDIA ENTREPRENEURSHIP
MCOM 1301	INTRO. TO DIGITAL & SOCIAL MEDIA	ADV 3310	PRINCIPLES OF ADVERTISING
MCOM 2310	BUSINESS & PROFESSIONAL COMMUNICATION	CMI 2310	INTRO. TO CREATIVE MEDIA & COMMUNICATION
MCOM 2320	WRITING FOR MEDIA & COMMUNICATION	JOUR 2300	PRINCIPLES OF JOURNALISM
MCOM 2330	MEDIA LITERACY	PR 2310	PRINCIPLES OF PUBLIC RELATIONS
MCOM 2350	COMMUNICATING IN A GLOBAL SOCIETY		

GROUP A ELECTIVES (15-hours)

Select from COMS, MCOM, ADV, CMI, JOUR and PR courses, including electives, internships, practicums, and special projects. Media Strategies majors are encouraged to develop a specialization or minor within another media and communication discipline.

GROUP B ELECTIVES (9-hours)

Students majoring in Media Strategies are encouraged to take 9-hours outside the college to develop a concentration, ideally focusing on a topic that will prepare them for a particular media and communication industry role, or that will help them develop media innovations or entrepreneurial endeavors. Media strategies majors have the option of selecting additional group A courses to satisfy the group B requirement.

The above are suggested guidelines for registration
There is a minimum of 120 hours required for degree
There is a minimum of 40 Jr/Sr level hours required for degree