

# STRATEGIC COMMUNICATION CURRICULUM

## FIRST YEAR

### Fall Courses

|                                          |           |
|------------------------------------------|-----------|
| ENG 101 Written Communication I          | 3         |
| MAT 110 College Mathematics II or higher | 3         |
| UNV 101 The Individual and Life          | 1         |
| *Natural Science                         | 3         |
| JAC 101 Media in a Multicultural Society | 3         |
| JAC 105 Grammar and AP Style             | 3         |
| <b>TOTAL</b>                             | <b>16</b> |

### Spring Courses

|                                             |           |
|---------------------------------------------|-----------|
| ENG 102 Written Communication II            | 3         |
| COM 103 Oral Communication                  | 3         |
| HEA 200 Health Education or two PED classes | 2         |
| SOC 205 Introduction to Sociology           | 3         |
| JAC 110 Introduction to Media Writing       | 3         |
| JAC 200 Visual Media                        | 3         |
| <b>TOTAL</b>                                | <b>17</b> |

## SECOND YEAR

Declare a minor or choose an Area of Emphasis

### Fall Courses

|                                        |           |
|----------------------------------------|-----------|
| JAC 220 Principles of Public Relations | 3         |
| JAC 210 Reporting and Newswriting      | 3         |
| Minor / Area of Emphasis course        | 3         |
| HUM 201 Humanities                     | 3         |
| CSC 120 Introduction to Computers      | 3         |
| <b>TOTAL</b>                           | <b>15</b> |

### Spring Courses

|                                                      |           |
|------------------------------------------------------|-----------|
| JAC 320 PR, Campaigns and Media Brand Marketing      | 3         |
| JAC 265 Introduction to Radio/TV                     | 3         |
| MES 130 Environ. Science or SCI 102 Physical Science | 3         |
| HUM 202 Humanities II or sub                         | 3         |
| HIS 106 World Civilizations II                       | 3         |
| <b>TOTAL</b>                                         | <b>15</b> |

## THIRD YEAR

### Fall Courses

|                                         |           |
|-----------------------------------------|-----------|
| JAC 330 Social and Multimedia Analytics | 3         |
| **JAC Specialized Skills                | 3         |
| Political Science Elective              | 3         |
| PSY 203 Introduction to Psychology      | 3         |
| Minor / Area of Emphasis course         | 3         |
| <b>TOTAL</b>                            | <b>15</b> |

### Spring Courses

|                                                               |           |
|---------------------------------------------------------------|-----------|
| JAC 410 Content Editing                                       | 3         |
| **JAC Specialized Skills                                      | 3         |
| JAC 404 Media Ethics or JAC 405 Media Law                     | 3         |
| INS 220 Introduction to International Relations or substitute | 3         |
| Minor / Area of Emphasis course                               | 3         |
| <b>TOTAL</b>                                                  | <b>15</b> |

## FOURTH YEAR

### Fall Courses

|                                                        |           |
|--------------------------------------------------------|-----------|
| ***JAC Elective                                        | 3         |
| JAC 495 Senior Capstone (Strategic Communication)      | 3         |
| ETR 210 Introduction to Entrepreneurship or substitute | 3         |
| Minor / Area of Emphasis course                        | 3         |
| Minor / Area of Emphasis course                        | 3         |
| <b>TOTAL</b>                                           | <b>15</b> |

### Spring Courses

|                                                     |           |
|-----------------------------------------------------|-----------|
| JAC 465 Internship in Journalism and Communications | 3         |
| Minor / Area of Emphasis course                     | 3         |
| Liberal Arts / Science elective                     | 3         |
| Liberal Arts / Science elective                     | 3         |
| <b>TOTAL</b>                                        | <b>12</b> |

**TOTAL CREDITS: 120**

**\*NATURAL SCIENCE:** Choose ONE of the following: APS 101 Weather and Climate, APS 102 Natural Disasters, APS 105 Elements of Astronomy, APS 106 Astronomy of Stars and Galaxies, BIO 101 Nature of Life, BIO 103 General Biology, CHE 101 General Chemistry, SCI 102 Introduction to Physical Science, SCI 104 Introduction to Physical Science (Lab attached), SCI 203 Introduction to Nanoscience, MES 102 Earth & Ocean Systems, MES 130 Introduction to Environmental Science.

**\*\*JAC SPECIALIZED SKILL:** Choose any TWO: JAC 301 Web Design and Production, JAC 403 Media Entrepreneurship, JAC 406 Media Management, JAC 407 Pop Culture in Media, JAC 408 Sports Journalism, JAC 412 Feature and Editorial Storytelling, JAC 414 Business Journalism, JAC 415 Photojournalism, JAC 416 Science Journalism, JAC 420 Media Research, JAC 425 Crisis Communication, JAC 427 Event Management, JAC 440 News Production, JAC 445 Animation & Motion Graphics, JAC 450 Special Topics, JAC 451 Specialized Skills, JAC 452 International Journalism and Communications, JAC 453 Digital Media Innovation, JAC 454 Civil Rights Era and the Media, JAC 460 Independent Study in Journalism and Communications.

**\*\*\*JAC ELECTIVE:** Choose any ONE from JAC courses not taken including the following: JAC 230 Principles of Advertising, JAC 260 Script Writing, JAC 301 Web Design and Production, JAC 305 Visual Communication, JAC 307 Digital Photography and Imaging, JAC 310 Advanced Reporting/News Writing, JAC 340 Broadcast News Writing, JAC 403 Media Entrepreneurship, JAC 406 Media Management, JAC 407 Pop Culture in Media, JAC 408 Sports Journalism, JAC 412 Feature and Editorial Storytelling, JAC 414 Business Journalism, JAC 415 Photojournalism, JAC 416 Science Journalism, JAC 420 Media Research, JAC 425 Crisis Communication, JAC 427 Event Management, JAC 440 News Production, JAC 445 Animation & Motion Graphics, JAC 450 Special Topics, JAC 451 Specialized Skills, JAC 452 International Journalism and Communications, JAC 453 Digital Media Innovation, JAC 454 Civil Rights Era and the Media, JAC 460 Independent Study in Journalism and Communications.