

STRATEGIC COMMUNICATION (BACHELOR OF SCIENCE, B.S.)

*Effective Fall 2020, this program is scheduled for redesign. More information can be found [here](#).

Code	Title	Credit Hours
General Studies		
Students must complete General Studies courses (http://catalog.missouriwestern.edu/undergraduate/university-information/academic-standards-regulations/baccalaureate-degree/#bachelor-general-studies)		42-47
Major Requirements		
COM 205	Introduction to Mass Media	3
COM 210	Presentational Communication	3
COM 215	Introduction to Strategic Communication	3
COM 222	Communication Theory	3
COM 311	Crisis and Risk Communication	3
COM 320	Research Methods In Communication	3
COM 382	Strategic Communication Writing	3
COM 410	Organizational Communication	3
COM 415	Strategic Communication Campaigns	3
COM 444	Strategic Communication Practices	3
COM 460	Internship	1-6
JOU 104	Introduction to Digital Photography	3
JOU 210	Journalism Practicum: Newspaper Production	2
or JOU 212	Journalism Practicum: Yearbook Production	
JOU 214	Journalism Practicum: Broadcast Production	2
JOU 227	Publication Design	3
JOU 324	Web Content and Design	3
JOU 402	Senior Project	3
Choose one course from the following:		3
COM 314	Persuasion	
COM 412	Health Communication	
COM 414	Health Campaigns	
COM 416	Special Topics in Strat Com.	
Plus six credit hours form the following:		6
Any COM 300-level or higher course		
JOU 314	Selected Topics in Journalism	
JOU 328	Multimedia Storytelling	
JOU 432	Social Media Branding	

Program Graduation Requirements

1. No more than one D permitted in major coursework.
2. Earn an overall GPA of at least 2.0 and a major GPA of at least 2.0.

University Graduation Requirements

1. Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 CED credit hours applicable).

2. Earn a minimum of 30 credit hours in upper-division courses. Lower-division transfer courses accepted as meeting upper-division departmental course requirements cannot be used to fulfill this requirement.
3. Earn 30 of the last 45 credit hours at MWSU in institutional coursework (exclusive of credit by examination).
4. Participate in required departmental and campus wide assessments.
5. Fulfill the Missouri Constitution requirement.
6. Successfully pass the Missouri Higher Education Civics Achievement exam.