



**SCHOOL OF MEDIA AND DESIGN**  
**Five Year Recommended Plan**  
**ABM in Communication Arts**  
**Strategic and Corporate Communication concentration**

Freshman Year: Fall		Hrs.
COMM 1100 Orientation Comm.Arts	1	
COMM 1301 Introduction to Mass Comm.	3	
COMM 1311 Public Speaking	3	
DWHP 1200 Dimensions of Wellness	2	
ENGL 1311 Composition I	3	
PE Activity Course	1	
RELS 1305, 1315, 1325, 1335	3	
Total hours	16	
Sophomore Year: Fall		Hrs.
COMM 2315 Writing for the Media	3	
COMM 3375 Corporate Communication	3	
ENGL 2310 World Literature Studies	3	
Science with Lab	4	
Second language	3	
Total hours	16	
Junior Year: Fall		Hrs.
COMM 3310 Theories of Communication	3	
COMM 3317 Diversity in the Media	3	
COMM 3320 Aesthetics of Vision and Sound	3	
RELS or PHIL (3000/4000)	3	
COMM Arts Elective or General Elective	3	
Total hours	15	

Freshman Year: Spring		Hrs.
COMM 1305 Digital Literacy	3	
ENGL 1312 Composition II	3	
MATH 1304 or 1306 or higher	3	
PHIL 1381 Introduction to Philosophy	3	
Social Science	3	
Total hours	15	
Sophomore Year: Spring		Hrs.
COMM 4347 Social Media	3	
ENGL 2365 Prof & Tech Communications	3	
Fine Arts	3	
HIST 1311 ,1312, 1321,1322	3	
Second Language	3	
COMM Arts Elective or General Elective	3	
Total hours	18	
Junior Year: Spring		Hrs.
COMM 3332 Rhetorical Criticism	3	
COMM 3365 Multimedia Design & Production	3	
COMM 4315 Media Ethics	3	
COMM 3383 Org. Dynamics and Leadership	3	
COMM 4372 Interpersonal Communication	3	
COMM Arts Elective or General Elective	3	
Total hours	18	

Summer Senior Year		Hrs.
COMM 6308 Writing and Research Technique (10 weeks)	3	
Total hours	3	

For additional program requirements, go to: <http://www.uiw.edu.smd>

\*Courses listed in red are UIW Core Curriculum requirements. These courses are generally offered in the fall, spring, and summer semesters.

\*Courses listed in black are requirements of the major.

\*Courses listed in purple are requirements for the concentration.

\*Courses highlighted in blue require admission to the program.



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Senior Year: Fall	Hrs.
COMM 4332 Law and the Media	3
COMM 3355 Publications Practicum or COMM 3390 Radio Practicum or COMM 3395 Television Practicum	3
COMM Arts Elective or General Elective	3
COMM Arts Elective or General Elective	3
Graduate Course	
COMM 6307 Intro to Grad Studies (16 weeks)	3
Total hours	15

Senior Year: Spring	Hrs.
COMM 3385 Strategic Communication	3
COMM 4380 Critical Issues or STUDY TOUR	3
COMM Arts Elective or General Elective	3
COMM Arts Elective or General Elective	3
Graduate Course	
COMM 6301 Communication Theory	3
Total hours	15

Graduate Program Year 5: Summer	Hrs.
COMM Elective	3
COMM Elective	3
Total hours	6

Graduate Program Year 5: Fall	Hrs.
COMM 6309 Communication Research Methods (8 weeks)	3
COMM 6345 Practicum in Specialized Area of Study (8 weeks)	3
COMM Strategic and Corporate Communication Elective (8 weeks)	3
Total hours	9

Graduate Program Year 5: Spring	Hrs.
COMM Strategic and Corporate Communication Elective (8 weeks)	3
COMM COMM 63CS1 Communications Capstone <u>or</u> COMM 63TR Thesis	3
Total hours	6

<b>UG Core Curriculum -- Total Hours</b>	<b>43</b>
<b>UG Major -- Total Hours</b>	<b>79</b>
<b>UG Degree -- Total Hours</b>	<b>122</b>
<b>MA Core</b>	<b>15</b>
<b>MA Electives</b>	<b>12</b>
<b>Mastery</b>	<b>3</b>
<b>MA Total</b>	<b>30</b>

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