



SCHOOL OF MEDIA AND DESIGN
Four Year Recommended Plan Bachelor of Arts:
Strategic and Corporate Communication

Freshman Year: Fall		Hrs.	Freshman Year: Spring		Hrs.
COMM 1100 Orientation to Communication Arts	1	16	COMM 1305 Digital Literacy	3	15
COMM 1301 Introduction to Mass Communication	3		ENGL 1312 Composition II	3	
COMM 1311 Public Speaking	3		MATH 1304 or 1306 or higher	3	
DWHP 1200 Dimensions of Wellness	2		PHIL 1381 Introduction to Philosophy	3	
ENGL 1311 Composition I	3		Social Science	3	
PHEP Activity Course	1				
RELS 1305, 1315, 1325, 1335	3				
Total hours	16	16	Total hours	15	15
Sophomore Year: Fall			Sophomore Year: Spring		
COMM 2315 Writing for the Media	3		COMM 4347 Social Media	3	
COMM 3375 Corporate Communication	3		ENGL 2365 Prof & Tech Communications	3	
ENGL 2310 World Literature Studies	3		Fine Arts	3	
Second Language	3		HIST 1311, 1312, 1321, 1322	3	
Science with Lab	4		Second Language	3	
Total hours	16	16	Total hours	15	15
Junior Year: Fall			Junior Year: Spring		
COMM 3310 Theories of Communication	3		COMM 3332 Rhetorical Criticism	3	
COMM 3317 Diversity in the Media	3		COMM 3365 Multimedia Design & Production	3	
COMM 3320 Aesthetics of Vision and Sound	3		COMM 3383 Organizational Dynamics and Leadership	3	
COMM Arts Elective or General Elective	3		COMM 4315 Media Ethics	3	
RELS or PHIL (3000/4000)	3		COMM Arts Elective or General Elective	3	
Total hours	15	15	Total hours	15	15
Senior Year: Fall			Senior Year: Spring		
COMM 4328 Internship	3		COMM 3385 Strategic Communication	3	
COMM 4332 Law and the Media	3		COMM 4380 Critical Issues or STUDY TOUR	3	
COMM 4372 Interpersonal Communication	3		COMM 4390 Senior Portfolio	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		COMM Arts Elective or General Elective	3	
Total hours	15	15	Total hours	15	15
Core Curriculum - Total Hours		43	Major - Total Hours		79
Degree - Total Hours		122			

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 of the concentration.
- *Courses highlighted in blue require admission to the program.