UH Next Degree Map

ALVIN COLLEGE

Strategic Communication – Public Relations, B.A.
General Studies, A.A.

2026-2027 Catalog

	Semester 1 – AC		Semester 2 – AC	
YEAR 1	Core Communication ENGL 1301	3	Core Communication ENGL 1302	3
	Core American History	3	Core American History	3
	Core Mathematics	3	Core Social & Behavioral Science	3
	Core Component Area Option PSYC 1300	3	Core CAO SPCH 1321 (UH COMM 2356)	3
	Foreign Language	4	Foreign Language / CLASS Block	4

	Semester 3 – AC		Semester 4 – AC	
YEAR 2	Core Government GOVT 2305	3	Core Government GOVT 2306	3
	Core Life & Physical Science	4	Core Life & Physical Science	4
	COMM 1307 Intro to Mass Communication	3	Core Creative Arts – COMM 2366 suggested	3
	COMM 2311 Media Writing	3	General Elective – COMM or SPCH suggested	3
	Core LPC Foreign Language	3	Foreign Language	3

	Semester 5 – UH		Semester 6 – UH	
YEAR 3	COMM 1303 Writing for Communicators	3	COMM 3311 Editing for Print & Digital Media	3
	COMM 3369 Strategic Communication Writing	3	COMM 3360 Principles of Strategic Comm	3
	CLASS Peoples & Societies Course	3	Minor Course	3
	CLASS Block Course	3	Minor Course	3
	Minor Course	3	General Elective	1

	Semester 7 – UH		Semester 8 – UH	
YEAR 4	COMM 3368 Principles of Public Relations	3	Strategic Communication Capstone	3
	COMM 3377 Strategic Public Relations Planning	3	Approved Advanced Elective (see advisor)	3
	Approved Advanced Elective (see advisor)	3	Approved Advanced Elective (see advisor)	3
	Minor Course	3	Minor Course	3
	Minor Course	3	General Elective	1

See reverse for additional information

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UH Transfer Rules

- Courses taken at AC must be completed with a C- or better.
- A maximum of 66 lower-level transfer credits can be used towards a UH bachelor's degree.
- A maximum of 2 credit hours in physical activity courses can transfer.

Major Requirements

- **B.A. Foreign Language:** complete 6 hours of 2000-level foreign language courses. This can also be fulfilled in part or full through credit by exam.
- **CLASS Block:** complete 6 hours of CLASS coursework in two different fields outside of the major subject that does not overlap with core curriculum, B.A. foreign language, or major requirements. Approved subjects include ECON, ENGL (excluding 2311), FREN, GEOG, GOVT, HIST, PHIL, PSYC (excluding 2314), SOCI, or SPAN.
- **CLASS Peoples & Societies:** complete an approved course (see UH catalog).
- **Minor:** complete a minor or approved substitute. No more than 6 hours of major coursework can be used towards the minor.
- Complete all COMM and SPCH courses with a grade of C or better.

From CLASS to Careers

Students who graduate with a degree in Communications can pursue a large variety of careers and graduate programs. Recent graduates are employed in the following careers:

- Marketing Manager
- Public Relations Specialist and Manager
- Market Research Analyst and Marketing Specialist
- Business Operations Specialist
- Producer and Director
- Training and Development Specialist
- News Analyst, Reporter, and Journalist
- Web Developer
- Audio and Video Technician

The transferable skills students develop during their undergraduate career are important for future career and graduate school opportunities. Some of the skills recent graduates have emphasized include:

- Customer Service
- Microsoft Office (Word, Excel, PowerPoint)
- Communication
- Sales
- Management and Leadership
- Social Media
- Event Planning

The estimated wage of Communication graduates is $75,300.