UH Next Degree Map

College of the Mainland

Strategic Communication – Advertising, B.A.
General Studies, A.A.

2026-2027 Catalog

	Semester 1 – COM		Semester 2 – COM	
YEAR 1	Core ENGL 1301 Composition I	3	Core ENGL 1302 Composition II	3
	Core American History	3	Core American History	3
	Core Mathematics – MATH 1332 or MATH 1342	3	Core Social & Behavioral Science	3
	Core Component Area Option PSYC/EDUC 1300	3	SPCH 1315 or SPCH 1318	3
	Foreign Language	4	Foreign Language / CLASS Block	4

	Semester 3 – COM		Semester 4 – COM	
YEAR 2	Core Government GOVT 2305	3	Core Government GOVT 2306	3
	Core Life & Physical Science	4	Core Life & Physical Science	4
	Core Creative Arts	3	General Elective – SPCH 1315 or 1318 suggested	3
	Core Component Area Option PHED 1164	1	General Elective	1
	Core LPC Foreign Language	3	Foreign Language	3

	Semester 5 – UH		Semester 6 – UH	
YEAR 3	COMM 1303 Writing for Communicators	3	COMM 2311 Writing for Print & Digital Media	3
	COMM 1307 Media & Society	3	COMM 2356 Business & Professional Comm	3
	CLASS Peoples & Societies Course	3	COMM 3360 Principles of Strategic Comm	3
	CLASS Block Course	3	Minor Course	3
	Minor Course	3	Minor Course	3

	Semester 7 – UH		Semester 8 – UH	
YEAR 4	COMM 3361 Advertising Copywriting	3	COMM 4360 Media Planning & Placement	3
	COMM 3369 Strategic Communication Writing	3	COMM 4366 Advertising Account Planning	3
	Approved Advanced Elective (see advisor)	3	Strategic Communication Capstone	3
	Approved Advanced Elective (see advisor)	3	Approved Advanced Elective (see advisor)	3
	Minor Course	3	Minor Course	3

See reverse for additional information

UH Next Degree Map

College of the Mainland

Strategic Communication – Advertising, B.A.
General Studies, A.A.

2026-2027 Catalog

UH Transfer Rules

- Courses taken at COM 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 that does not overlap with core, B.A., or major requirements. Approved subjects include ECON, ENGL (excluding 2311), GOVT, HIST, PHIL, PSYC (excluding 2314), SGNL, 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 or 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.