

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES
Bachelor of Arts, Strategic Communication
Organizational/Corporate Communication Concentration
Four-Year Academic Map 2023-2024

Semester 1 Fall			Semester 2 Spring			Total	
YEAR 1	ENGL 1301	First Year Writing I*	3	ENGL 1302	First Year Writing II*	3	
	MATH 1314 OR MATH 1332	College Algebra OR Elementary Mathematical Modeling*	3	CORE	Mathematics/Reasoning*	3	
	HIST 1301	The United States to 1877*	3	HIST 1302	The United States since 1877*	3	
	GOVT 2306	U.S. and Texas Constitution & Politics*	3	GOVT 2305	U.S. Government*	3	
	COMM 1303 OR COMM 1307	Writing for Communicators OR Media and Society	3	COMM 1303 OR COMM 1307	Writing for Communicators OR Media and Society	3	
	Semester Hours			15	Semester Hours		15

Semester 1 Fall			Semester 2 Spring			Total	
YEAR 2	COMM 1302 OR COMM 2311	Comm Theory OR Writing for Print & Digital Media	3	COMM 1302 OR COMM 2311	Comm Theory OR Writing for Print & Digital Media	3	
	COMM 2300	COMM Research Methods	3	CORE	Social & Behavioral Sciences*	3	
	CORE	Life and Physical Science*	3	CORE	Creative Arts*	3	
	BA Foreign Lang/ CLASS Block	Elementary Foreign Language I	5	BA Foreign Lang	Elementary Foreign Language II	3	
	Elective	1000-4000 level course	1	Elective	1000-4000 level course	1	
	Semester Hours			15	Semester Hours		15

Semester 1 Fall			Semester 2 Spring			Total	
YEAR 3	COMM 3360	Principles of Strategic Comm	3	COMM 4303	Comm Law & Ethics	3	
	COMM 2356	Business & Professional Comm	3	COMM 3369	Strategic Communication Writing	3	
	CORE	Life and Physical Science*	3	CORE	Language, Philosophy & Culture*	3	
	Minor	Minor course	3	Minor	Minor course	3	
	BA Foreign Lang	Intermediate Foreign Language I	3	BA Foreign Lang	Intermediate Foreign Language II	3	
	Semester Hours			15	Semester Hours		15

Semester 1 Fall			Semester 2 Spring			Total	
YEAR 4	COMM 4355	Organizational Communication	3	COMM CAPSTONE	COMM 4361, 4363, 4368, 4384, OR 4374	3	
	COMM	Approved COMM Major Elec	3	COMM	Approved COMM Major Elec	3	
	CLASS Block	Diversity requirement	3	Minor	Minor course	3	
	Minor	Minor course	3	Minor	Minor course	3	
	CORE	Writing in the Disciplines*	3	CLASS Block	CLASS Block course	3	
	Semester Hours			15	Semester Hours		15
						120	

*State of Texas Core Curriculum.

Students should meet with their academic advisor to formulate their own plan.