Special Application Process Required

Salem | STATE UNIVERSITY

Name:_____
Student ID: _____
Date Admitted Into Major:_____

COMBINED BACHELOR OF SCIENCE IN COMMUNICATIONS

ADVERTISING CONCENTRATION
AND
GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATIONS

GENERAL EDUCATION REQUIREMENTS

Competencies

☐	♦ Basic College Math
☐	♦ Reading Comprehension

♣General Education Categories - 34-35 credits

♦FYS	First Year Seminar			3	
♦W-I	Written Communication - Level I			3	
♦OC	Oral Communication			3	
PGR	Personal Growth & Responsibility			3	
CEA	Creative Expression & Appreciation			3	
WC	World Cultures			3	
HP	The Human Past			3	
CS	Contemporary Society			3	
SR	Scientific Reasoning:	♯ Any SR course		3-4	
		♯ SR Lab course		4	
QR	Quantitative Reasoning			3	

‡ Written Communication (Level II and Level III)

W-II	Written Communication - Level II			☐
W-III	Written Communication - Level III			☐

Free Electives (25 credits total)

May be necessary to take additional credits to attain the minimum 120 credits required for graduation depending on choices made for general education or minor selection.

*** Post Baccalaureate Graduate Electives (9 credits total)**

Choose any three courses from the following list:

COM	710	Communications Technology	3	
COM	715	Persuasion, Propaganda and PR	3	
COM	716	Communications in the Global Village	3	
IDS	725	IT Fluency in Profess. Practice	3	

COURSES IN MAJOR (36 credits)

Required Undergraduate (24 credits total)

COM	201	Introduction to Communications	3	
COM	202	Writing for Media	3	
COM	205	Computer Production in Comm.	3	
COM	300	Communication Research Methods	3	
COM	309	Editing	3	
COM	320	Principles of Advertising and IMC	3	
COM	321	Print Copywriting	3	
COM	421	Copywriting for Electronic Media	3	

¶ Required Graduate (3 credits total)

COM	700	Strategic Communications	3	

Major Undergraduate Elective (3 credits total)

Choose any one UGRD COM course

COM				

Major Graduate Elective (3 credits total)

Choose any one course from the following list:

COM	710	Communications Technology		
COM	715	Persuasion, Propaganda and PR		
COM	716	Com in the Global Village		
IDS	725	IT Fluency in Profess. Practice		

Major Capstone and Elective Courses (9 credits)

COM	503	Communications Portfolio Seminar	3	
COM	507	Exp. Learning in Advertising	3	

Choose one of these courses:

COM	501	Practicum in Journalism	3	
COM	502	Communication Technology Practicum	3	
COM	505	Internship in Communications	3	

Required Minor (15-18 credits)

♥ Students may choose to use support courses to satisfy general education categories, but may not be required to do so. **Note:** If a course is used to satisfy two or more requirements (for example, a support course and Scientific Reasoning requirement), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.

♣ Courses used to satisfy the general education requirements of the university must be taken from a minimum of six different academic disciplines. First Year Seminar and Level I Written Communications courses are exempt from this restriction. Courses may not be used to fulfill both major discipline and general education requirements.

♯ These Scientific Reasoning General Education Category courses do not have to be a sequence or be from the same discipline

‡ Level II and Level III Written Communications Courses may be used to satisfy requirements anywhere else in a student's program of study where they may apply. The credits are counted only in one area.

* The additional credits listed above are required for graduate certificate.

† Total credits for BS and Certificate: 129 credits.

¶ COM 700 and one other graduate course listed may be applied toward the BS.

♦ COMPETENCIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS | ♦ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

Exceptions in the timing of courses will be made for transfer students

†Total credits for graduation:120 Total credits for graduation and certificate : 129

Effective: 5/2016