

**COMBINED BACHELOR OF SCIENCE IN MEDIA & COMMUNICATION**
**MEDIA STUDIES CONCENTRATION  
AND  
GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATIONS**
**GENERAL EDUCATION REQUIREMENTS**
**Competencies**

<input type="checkbox"/>	◆ Basic College Math
<input type="checkbox"/>	◆ 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) and Diversity, Power Dynamics and Social Justice**

W-II	Written Communication - Level II			<input type="checkbox"/>
W-III	Written Communication - Level III			<input type="checkbox"/>
DPDS	Diversity, Power Dynamics and Social Justice			<input type="checkbox"/>

**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:

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

**COURSES IN MAJOR (36 credits)**
**Required Undergraduate (15 credits total)**

MCO	100	Media in Our Lives	3
MCO	105	Precision Writing in Comm.	3
MCO	220	Media Literacy	3
MCO	235	Multimedia Storytelling	3
MCO	250	Engaging Your Audience	3

**Public Relations Concentration Courses (12 credits)**

MCO	300	Comm. Research Methods	3
MCO	349	Principles of Public Relations	3
MCO	351	Public Relations Writing	3
MCO	450	Advanced PR Writing	3

**♫ Required Graduate (3 credits total)**

MCO	700	Strategic Communications	3
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**Concentration Capstone Course (3 credits total)**

MCO	510	Experiential Learning in PR	3
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**Major Graduate Elective (3 credits total)**

Choose one of these courses:

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

**Major Capstone and Elective Courses (6 credits)**

MC O	503	Communications Portfolio Seminar	3

♥ 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, Level III Written Communications and Diversity, Power Dynamics and Social Justice 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.

♫ MCO 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: 9/2018