



BACHELOR OF ARTS (B.A.) IN STRATEGIC COMMUNICATIONS (120 CREDITS)

The study plan below lists the required courses in this degree program. The plan is for guidance only. Always review your individual check sheet for your degree requirements. For full course descriptions, see the [RMU Course Catalog](#). For more information, contact: Lead-Faculty: Dr. Michele Edwards at edwards@rmu.edu; or Communication & Organizational Leadership Interim Dept. Head Dr. Anthony Moretti at moretti@rmu.edu.

RMU CORE COURSES - 39 CREDITS REQUIRED

CSEN; or CSCM	1010; or 2050	Reading & Writing Strategies; OR Intercultural Communications (Honors section: CSHR2050)	3
CSEN	1020	Argument & Research (Honors section: CSHR1020)	3
CSCM	1030	Public Speaking & Persuasion (Honors section: CSHR1030)	3
CSCM	2040	Professional Communication in Workplace (Honors section: CSHR2040)	3
ECON	1010	Survey of Economics (Honors section: 1015)	3
HUMA	1010	Humanities: Art and Music (Honors section: 1015)	3
INFS	1020	Fundamentals of Information Technology (Honors section: 1025)	3
MATH; or STAT	1050; or 2110	Math Reasoning with Applications; or Statistics	3
PSYC	1010	General Psychology	3
SOCI; or SOCI	1010; or 1020	Principles of Sociology; or Contemporary American Social Problems (Honors section: 1025)	3
HIST; or POLS	____; or 1020	History Elective Choose from: 1100 (Honors section: 1105), 1200, 1500, 1600, 1700, or 1800; 04 American National Government	3
ENGL	____	Literature Elective Choose from 1040, 1050, 1060, 2030, 2040, 2055 (Honors section: 2065), or 2080	3
____	____	Natural Science Elective Choose from BIOL1040, BIOL1050, BIOL1060, BIOL1250, BIOL1320, CHEM1220, ENVS1140, ENVS1160, ENVS1170, GEOL1090 (HNRS: GEOL1095), GEOL1100, GEOL1130, PHYS1060, or SCIE1020	3

STRATEGIC COMMUNICATION MAJOR - 51 CREDITS REQUIRED - Minimum grade of "C" required for each course

Core Courses - 9 Credits Required

COMM	1500	Ethics, Technology and Culture	3
COMM	2030	Communication Theory	3
COMM	2900	Research Methods in Communication	3

Required Courses - 15 Credits Required

COMM	2100	Foundations in Strategic Communication	3
COMM	2800	Strategic Writing	3
ORGL	1100	Introduction to Leadership & Followership	3
ORGL	2200	Applying Personal & Interpersonal Leadership Skills	3
SCCM	4800	Strategic Communication Capstone	3

Communication Elective Courses - 15 Credits Required – Select five (5) from the following

COMM	2020	Interpersonal Communication	3		COMM	3150	Reputation Management	3	15
COMM	3020	Organizational Communication	3		COMM	3160	Communication and Gender	3	
COMM	3030	Writing For Global Marketplace	3		COMM	3180	Risk and Crisis Communication	3	
COMM	3120	Environmental Communication	3		COMM	3220	Developing Coord & Executing Events	3	
COMM	3140	Health Communication Campaign	3		COMM	4800	Media Management	3	

Organizational Leadership - 12 Credits Required from the listed courses

ORGL	1200	Diversity/Multiculturalism In Org.	3		ORGL	3300	Power and Influence in Leadership	3	12
ORGL	2000	Leadership & Popular Culture	3		ORGL	3500	Leading Virtual Teams & Organizations	3	
ORGL	3100	Collaboration and Teams	3		ORGL	3700	Leadership and Communication	3	
ORGL	3200	Applied Group/Org. Leadership Skills	3		ORGL	3900	Leadership and Sustainability	3	

ELECTIVE COURSES - 30 CREDITS REQUIRED

Recommended (3-9 Credits)					____	____	Open Elective	3	30
SCCM	4903-09	SCCM Internship (max of 9 credits) Minimum grade of "C" required	3-9		____	____	Open Elective	3	
Open Electives (21-27 Credits) (transfer credits, minor)					____	____	Open Elective	3	
____	____	Open Elective	3		____	____	Open Elective	3	
____	____	Open Elective	3		____	____	Open Elective	3	
____	____	Open Elective	3		____	____	Open Elective	3	
____	____	Open Elective	3		____	____	Open Elective	3	