



BACHELOR OF ARTS IN STRATEGIC COMMUNICATION – 120 CREDITS

The 4-year plan below is for guidance only. Always review your individual check sheet for your degree requirements and progress. For full course descriptions, see the [RMU Course Catalog](#). For more information, contact:

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BACHELOR OF ARTS (BA) IN STRATEGIC COMMUNICATION (120 CREDITS)								
4-Year Guided Curriculum								
FALL		Semester 1		YEAR 1	SPRING		Semester 2	
COMM	1500	Ethics, Technology and Culture	3		ORGL	1100	Introduction to Leadership and Followership	3
COMM	2100	Foundations in Strategic Communication	3		CSEN; or CSEN	1010; or 1020	RMU core course 3: Reading & Writing Strategies; or Argument & Research (Honors section: CSHR2050)	3
COMM	---	COMM elective 1	3		CSEN; or CSCM	1020; or 1030	RMU core course 4: Argument & Research (Honors section: CSHR1020); or Public Speaking & Persuasion (Honors section: CSHR1030)	3
HUMA	1010	RMU core course 1: Humanities: Art and Music	3		SOCI; or SOCI; or PSYC	1010; or 1020; or 1010	RMU core course 2: Principles of Sociology; or Contemp American Social Problems; or General Psychology	3
SOCI; or SOCI; or PSYC	1010; or 1020; or 1010	RMU core course 2: Principles of Sociology; or Contemporary American Social Problems; or General Psychology	3		---	---	RMU core course 6: Natural Science Elective	3
FYSP	1000	First Year Studies Seminar	1					
FALL		Semester 3		YEAR 2	SPRING		Semester 4	
COMM	2030	Communication Theory	3		ORGL	2200	Applying Personal and Interpersonal Leadership Skills	3
COMM	2800	Strategic Writing	3		COMM	2900	Research Methods	3
CSCM; or CSCM	1030; or 2040	RMU core course 7: Public Speaking & Persuasion (Honors section: CSHR1030); or Professional Comm in Workplace (Honors section: CSHR2040)	3		INFS	1020	RMU core course 9: Fundamentals of Information Technology	3
MATH; or STAT	1050; or 2110	RMU core course 8: Math Reasoning with Applications; or Statistics	3		CSCM; or CSCM	2040; or 2050	RMU core course 10: Professional Communication in Workplace (Honors section: CSHR2040); or Intercultural Communications (Honors section: CSHR2050)	3
ORGL	---	ORGL Elective 1	3		ECON	1010	RMU core course 11: Survey of Economics	3
FALL		Semester 5		YEAR 3	SPRING		Semester 6	
COMM	---	COMM Elective 2	3		COMM	---	COMM Elective 4	3
ORGL	---	ORGL Elective 2	3		ORGL	---	ORGL Elective 4	3
COMM	---	COMM Elective 3	3		COMM	---	COMM Elective 5	3
ORGL	---	ORGL Elective 3	3		HIST; or POLS	---; or 1020	RMU core course 13: History elective; or American National Government	3
ENGL	---	RMU core course 12: Literature Elective	3		---	---	Open Elective	3
FALL		Semester 7		YEAR 4	SPRING		Semester 8	
---	---	Open Elective	3		SCCM	4800	Strategic Communication Capstone	3
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A minimum grade of "C" is required for courses in the major.
A cumulative GPA of 2.00 or higher is required for graduation.