

HALMOS COLLEGE OF ARTS AND SCIENCES  
FOUR YEAR CURRICULUM | 2022-2023 CATALOG  
Bachelor of Arts - Communication | Strategic Communication

Freshman Year				
Fall		Winter		
Course	Credits	Course	Credits	
Open Written Composition	3	Open Written Composition	3	
Open Mathematics	3	Open Mathematics	3	
COMM 1100A Communication Practicum A	1	COMM 1100B Communication Practicum B	3	
SPCH 1010 Public Speaking	3	SPCH 2000 Intro Human Communication	3	
UNIV 1000: First Year Seminar	3	Open Elective	3	
Open Elective	3	Open Elective	1	
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>16</b>	
Sophomore Year				
Fall		Winter		
Course	Credits	Course	Credits	
Open Science	3	Open Science	3	
COMM 2040 Public Relations Writing	3	COMM 2300 Intercultural Communication	3	
COMM 2100 Mass Media	3	COMM 3200 Principles of Public Relations	3	
Open Elective	3	Open Elective	3	
Open Elective	3	Open Elective	3	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>12</b>	
Junior Year				
Fall		Winter		
Course	Credits	Course	Credits	
COMM 2400 Principles of Advertising	3	SPH 3120 Communication for the Professions	3	
COMM 3110 Communication Theory	3	COMM 3500 Media Regulation	3	
Open Elective	3	COMM 3600 Persuasion	3	
Open Elective	3	COMM 4100 Feature Writing	3	
Open Elective	3	Open Elective	3	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>	
Senior Year				
Fall		Winter		
Course	Credits	Course	Credits	
COMM 3310 Organizational Communication	3	COMM 4300 Social Media Theory and Practice	3	
COMM 4300 Public Relations Campaigns	3	COMM 4950 Internship in Communication	3	
Open Elective	3	Open Elective	3	
Open Elective	3	Open Elective	3	
Open Elective	3	Open Elective	1	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>13</b>	
TOTAL CREDITS 120				

NOTES: The Bachelor of Arts degree requires at least 24 credits of coursework from the following disciplines: ARTS, COMM, DANC, FILM, HIST, HUMN, LITR, MUSC, PHIL, POLS, and THEA, as well as an intermediate degree of competency in a foreign language (generally, a minimum of 6 credits or another demonstration of competency).

Internship courses are typically completed in a summer semester.