

HALMOS COLLEGE OF ARTS AND SCIENCES
FOUR YEAR CURRICULUM | 2023-2024 CATALOG
Bachelor of Arts - Communication | Strategic Communication

Freshman Year				
Fall		Winter		
Course	Credits	Course	Credits	Credits
Open Written Composition	3	Open Written Composition	3	3
Open Mathematics	3	Open Mathematics	3	3
COMM 1100A Communication Practicum A	1	COMM 1100B Communication Practicum B	3	3
SPCH 1010 Public Speaking	3	SPCH 2000 Intro Human Communication	3	3
UNIV 1000: First Year Seminar	3	Open Elective	3	3
Open Elective	3	Open Elective	1	1
Total Credits	16	Total Credits	16	16
Sophomore Year				
Fall		Winter		
Course	Credits	Course	Credits	Credits
Open Science	3	Open Science	3	3
COMM 2040 Public Relations Writing	3	COMM 2300 Intercultural Communication	3	3
COMM 2100 Mass Media	3	COMM 3200 Principles of Public Relations	3	3
Open Elective	3	Open Elective	3	3
Open Elective	3	Open Elective	3	3
Total Credits	15	Total Credits	12	12
Junior Year				
Fall		Winter		
Course	Credits	Course	Credits	Credits
COMM 2400 Principles of Advertising	3	COMM 3400 Strategic Visual Communication	3	3
COMM 3110 Communication Theory	3	COMM 3500 Media Regulation	3	3
Open Elective	3	COMM 3600 Persuasion	3	3
Open Elective	3	COMM 4100 Feature Writing	3	3
Open Elective	3	Open Elective	3	3
Total Credits	15	Total Credits	15	15
Senior Year				
Fall		Winter		
Course	Credits	Course	Credits	Credits
COMM 3310 Organizational Communication	3	COMM 4300 Social Media Theory and Practice	3	3
COMM 4300 Public Relations Campaigns	3	COMM 4950 Internship in Communication	3	3
Open Elective	3	Open Elective	3	3
Open Elective	3	Open Elective	3	3
Open Elective	3	Open Elective	1	1
Total Credits	15	Total Credits	13	13
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.