

AA TO BS IN STRATEGIC COMMUNICATION

Campus		College of the Ouachitas Courses	Comparable A-State Course	Hours
College of the Ouachitas	English Composition	ENGL 1113 Composition I	ENG 1003 Composition I	3
		ENGL 1213 Composition II	ENG 1013 Composition II	3
		COMM 2113 Oral Communications	COMS 1203 Oral Communication	3
	Math	MATH 1143 College Algebra	MATH 1023 College Algebra	3
	Life Science	BIOL 1124 Introduction to Biology	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	PHYC 1134 Intro to Physical Science	PHSC 1203/1201 Physical Science/Lab	4
		PHYC 1144 Introduction to Astronomy	PHYS 1103/1101 Intro to Space Science/Lab	
		CHEM 1214 General Chemistry I	CHEM 1013/1011 General Chemistry I/Lab	
	US History/ Government	HIST 2113 U.S. History through 1865	HIST 2763 The US to 1876	3
		HIST 2123 U.S. History since 1865	HIST 2773 The US since 1876	
		GOVT 2113 American National Govt	POSC 2103 Intro to US Government	
	World Civilization	HIST 1113 Civ through 16th Century	HIST 1013 World Civ to 1660	3
		HIST 1123 Civ since 16th Century	HIST 1023 World Civ Since 1660	
	Soc. Science	SOCI 1113 Introduction to Sociology	SOC 2213 Intro to Sociology	3
		PSYC 1113 General Psychology	PSY 2013 Introduction to Psychology	
		ECON 2313 Prin. of Macroeconomics	ECON 2313 Principles of Macroeconomics	3
		SOCI 1113 Introduction to Sociology	SOC 2213 Intro to Sociology	
		PSYC 1113 General Psychology	PSY 2013 Introduction to Psychology	
		GEOG 113 Geography	GEOG 2613 Introduction to Geography	
	Literature	ENGL 2213 World Literature I	ENG 2003 World Lit to 1660	3
		ENGL 2223 World Literature II	ENG 2013 World Lit since 1660	
		PHIL 2113 Introduction to Philosophy	PHIL 1103 Introduction to Philosophy	3
	Fine Arts	HUMN 2133 Humanities: Theater	THEA 2503 Fine Arts Theatre	3
		HUMN 2123 Humanities: Music	MUS 2503 Fine Arts Music	
		HUMN 2113 Humanities: Art	ART 2503 Fine Arts Visual	
	Institutional Requirements	DATA 1123 Fundamentals of Information Technology	CS 1013 Introduction to Computers	3
		PHYS 1221 Life Fitness	PE 1002 Concepts of Fitness	1
Electives	Electives	Electives	15	
A-State	Major Requirements		STCM 3133 Interactive Advertising	3
			STCM 4003 Account Planning & Management	3
			STCM 4333 Social Media Measurement	3
			STCM 2143 Strategic Writing I	3
			STCM 3043 Principles of Strategic Communication	3
			STCM 3143 Strategic Writing II	3
			STCM 3553 Strategic Visual Communication	3
			STCM 4073 Strategic Communication Law and Ethics	3
			STCM 4213 Social Media in Strategic Communication	3
			STCM 4753 Strategic Communication Case Studies	3
			STCM 4763 Strategic Communication Campaigns	3
			STCM 4773 Internship	3
		Electives in Media and/or Communication	9	
Electives*		Electives	18	

*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19