

AS IN LA AND SCINECES TO BACHELOR OF SCIENCE IN STRAT COMMUNICATIONS

Campus		ASU Mid-South Courses	Comparable A-State Course	Hours	
NP College	English Composition	ENGL 1113 English Composition I	ENG 1003 Composition I	3	
		ENGL 1123 English Composition II	ENG 1013 Composition II	3	
		SPCH 1103 Fund of Pub Speaking	COMS 1203 Oral Communication	3	
	Math	MATH 1113 College Algebra	MATH 1023 College Algebra	3	
		MATH 1213 Quantitative Literacy	MATH 1043 Quantitative Reasoning		
	US History/ Government	HIST 2123 U.S. History Before 1877 HIST 2133 U.S. History After 1877 POLS 1143 American Government	HIST 2763 The US to 1876 HIST 2773 The US since 1876 POSC 2103 Intro to US Government	3	
		HIST 1153 World Civilization I HIST 1163 World Civilization II	HIST 1013 World Civ to 1660 HIST 1023 World Civ Since 1660	3	
	Soc. Science	SOC 1103 Introduction to Sociology ANTH 1113 General Anthropology ECON 2203 Macroeconomics PSYC 1103 General Psychology GEOG 1103 Introduction to Geography	SOC 2213 Intro to Sociology ANTH 2223 Intro to Cultural Anthropology ECON 2313 Principles of Macroeconomics PSY 2013 Introduction to Psychology GEOG 2613 Introduction to Geography	3	
	Fine Arts and Humanities	ENGL 2153 World Literature I ENGL 2163 World Literature II	ENG 2003 World Lit to 1660 ENG 2013 World Lit since 1660	3	
		MUSC 1103 Music Appreciation ARTS 1103 Art Appreciation	MUS 2503 Fine Arts Music ART 2503 Fine Arts Visual	3	
	Sciences	BIOL 1114 General Biology I/Lab BIOL 2224 Anatomy and Physiology	BIOL 1003/1001 Biological Science/Lab BIOL 2203/2201 Human Anat and Physio/Lab	4	
		CHEM 1104 Chemistry for Non-Majors CHEM 1204 General Chemistry I/Lab PHYS 1114 Physical Science PHYS 1124 Astronomy	CHEM 1043/1041 Fund Concepts of Chem/Lab CHEM 1023/1021 General Chemistry II/ Lab PHSC 1203/1201 Physical Science/Lab PHYS 1103/1101 Intro to Space Science/Lab	4	
	Directed Electives*	BUS 1143 Introduction to Marketing	MKTG 3013 Marketing	3	
		SOC 1103 Introduction to Sociology ANTH 1113 General Anthropology ECON 2203 Macroeconomics PSYC 1103 General Psychology GEOG 1103 Introduction to Geography	SOC 2213 Intro to Sociology ANTH 2223 Intro to Cultural Anthropology ECON 2313 Principles of Macroeconomics PSY 2013 Introduction to Psychology GEOG 2613 Introduction to Geography	9	
		ECON Microeconomics	ECON 2323 Principles of Microeconomics	3	
		MATH 1293 Intro to Statistics	STAT 3233 Applied Statistics	3	
		SPAN 1103 Beginning Spanish I SPAN 1113 Beginning Spanish II SPAN 2113 Intermediate Spanish I SPAN 2123 Intermediate Spanish II FREN 1103 Beginning French I FREN 1113 Beginning French II FREN 2203 Intermediate French I	SPAN 1013 Elementary Spanish I SPAN 1023 Elementary Spanish II SPAN 2013 Intermediate Spanish I SPAN 2023 Intermediate Spanish II FR 1013 Elementary French I FR 1023 Elementary French II FR 2013 Intermediate French I	6	
		PE XXX1 Any 1-Hr PE Course		1	
		NPC Required Courses	ORT 1000 Student LMS Training	N/A	0
			ORT 1100 NPC Orientation	N/A	0

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A-State	Major Requirements		STCM 3133 Interactive Advertising	33
			STCM 4003 Account Planning & Management	
			STCM 4333 Social Media Measurement	
			STCM 2143 Strategic Writing I	
			STCM 3043 Principles of Strategic Communication	
			STCM 3143 Strategic Writing II	
			STCM 3553 Strategic Visual Communication	
			STCM 4073 Strat Com Law and Ethics	
			STCM 4213 Social Media in Strat Com	
			STCM 4753 Strat Communication Case Studies	
			STCM 4763 Strategic Communication Campaigns (not offered online)	
			STCM 4773 Internship	
		Media/Communications Electives Due to rotation, all courses may not be available every term	9	
		Electives Must include 6 upper-level hours	18	

* Select two foreign language courses based on NPC competency and/or prerequisite standards

9/16/2021