

COMMUNICATIONS STUDIES WITH A STRATEGIC COMMUNICATION CONCENTRATION (BA)

The following requirements are in addition to the Bachelor of Arts core requirements, found here (<https://catalog.cornerstone.edu/undergraduate/cornerstone-core/>). (does not require a minor)

Required Courses

| Code | Title | Hours |
|--------------------------------------|---|-----------|
| COM-112 | COMMUNICATION IN CULTURE | 3 |
| COM-212 | INTERPERSONAL COMMUNICATION | 3 |
| COM-215 | PUBLIC RELATIONS | 3 |
| COM-311 | INTER-CULTURAL COMMUNICATION | 3 |
| COM-312 | PERSUASION | 3 |
| COM-315 | COMMUNICATION THEORY | 3 |
| COM-321 | GROUP COMMUNICATION | 3 |
| COM-322 | INNOVATIVE MESSAGE PRESENTATION | 3 |
| COM-326 | ORGANIZATIONAL COMMUNICATION | 3 |
| COM-339 | SOCIAL MEDIA | 3 |
| COM-364 | SPECIAL EVENTS/PROMOTIONS | 3 |
| COM-380 | INTERNSHIP | 3 |
| COM-400 | CAPSTONE SEM: COM STUDIES (except for double majors - COM elective) | 3 |
| MKT-353 | MARKETING COMMUNICATIONS | 3 |
| COM-433 | NONVERBAL COMMUNICATION | 3 |
| or COM-435 | THE AVERSIVE SIDE OF COMMUNICATION | |
| Choose six credits of the following: | | 6 |
| BUS-236 | EXPERIENTIAL LEARNING PRACT | |
| ENG-310 | GRANT WRITING | |
| MDA-213 | GRAPHIC DESIGN I: INTRO GRAPHIC DESIGN | |
| MDA-236 | INTRO TO DIGITAL PHOTOGRAPHY | |
| MDA-261 | AUDIO PRODUCTION I | |
| MDA-271 | FILM/VIDEO PRODUCTION I | |
| MDA-318 | WRITING FOR MEDIA | |
| MKT-251 | PRINCIPLES OF MARKETING | |
| MKT-342 | DIGITAL MARKETING | |
| Total Hours | | 51 |