COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES
MASS COMMUNICATION
STRATEGIC COMMUNICATION CONCENTRATION DEGREE PLAN
2026-27

FIRST YEAR- FRESHMAN (32-HRS)
Fall Semester – 16 Total Hours

ART	1123	Computers for Creatives
MCOM	1733	Intro to Mass Media (C)
UNIV	1001	Tiger Connect (C)
ENG	1113	Freshman Composition I (C)
MATH	xxx3	Mathematical and Statistical Reasoning (CT)
ANY	xxx3	General Education Elective (GC)

Spring Semester – 16 Total Hours

MCOM	1813	Intro to Video Production; OR
MCOM	1713	Intro to Photography
ENG	1213	Freshman Composition II (IL)
ANY	xxx4	Nature and Science I (C) (CT) (IL) (IKC) (GC)
PS	1113	U.S. Government (CT)
ANY	xxx3	General Education Elective (C) (CT) (IL) (IKC) (GC)

SECOND YEAR-SOPHOMORE (30-HRS)
Fall Semester – 15 Total Hours

MCOM	2733	Writing for Media I (C)
MCOM	3893	Public Relations
ANY	xxx3	Any Required Elective for MCOM/MKTG/ART/ENG
HIST	xxx3	Civic Consciousness (CT)
ANY	xxx3	Cultural and Aesthetic Awareness I (C) (CT) (IL) (IKC) (GC)

Spring Semester – 15 Total Hours

MCOM	3823	Advertising
MCOM	3853	Media Ethics and Law
ANY	xxx3	Exploration and Personal Enrichment I (C) (CT) (IL) (IKC) (GC)
ANY	xxx3	Nature and Science II (C) (CT) (IL) (IKC) (GC)
ANY	xxx3	Cultural and Aesthetic Awareness I (C) (CT) (IL) (IKC) (GC)

THIRD YEAR - JUNIOR (29-HRS)
Fall Semester – 15 Total Hours

MCOM	4013	Crisis Communication
MCOM	3053	Social Media Management
ANY	xxx3	Upper Level Elective
ANY	xxx3	Upper Level Elective

Take one of the following:

MCOM	3013	Media Practicum;
MCOM	4323	Media Design Lab
MCOM	4713	Professional Internship

Spring Semester – 14 Total Hours

MCOM	3783	Writing for Media II
MCOM	4012	Career Preparation
MCOM	4043	Digital Promotions
ANY	xxx3	Any Required Elective for MCOM/MKTG/ART/ENG
ANY	xxx3	Upper Level Elective

FOURTH YEAR - SENIOR (31-HRS)

Fall Semester – 15 Total Hours

ANY	xxx3	Any Required Elective for MCOM//MKTG/ART/ENG
ANY	xxx3	Any Required Elective for MCOM//MKTG/ART/ENG
ANY	xxx3	General Education Elective
ANY	xxx3	Upper Level Elective
ANY	xxx3	Upper Level Elective

Spring Semester – 16 Total Hours

MCOM	4611	Senior Portfolio
ANY	xxx3	Any Required Elective for MCOM/MKTG/ART/ENG
ANY	xxx3	Any Required Elective for MCOM/MKTG/ART/ENG
ANY	xxx3	Upper Level Elective
ANY	xxx3	Upper Level Elective
ANY	xxx3	Upper Level Elective

Total Degree Plan Hours: 120

General Education Student Learning Outcome Index

Students must take at least one course that meets each of the five Student Learning Outcomes

Communication (C)
Critical Thinking (CT)
Information Literacy (IL)
Intercultural Knowledge and Competence (IKC)
Global Citizenship (GC)