

# STRATEGIC COMMUNICATION

## Associate in Applied Science Checklist

- View the General Education Matrix for a complete list of qualifying courses.
- Fulfill the College Degree Requirements in conjunction with this degree plan.
- Consult an Academic Advisor to ensure all academic requirements are met.

## Summary

Prescribed Program	45
General Education	15
Digital Literacy	
<b>Total Credits</b>	<b>60</b>

## Degree Plan

### Prescribed Program

ART 182	Graphic Design I	3
BADM 201	Principles of Marketing	3
BADM 240	Sales	3
BADM 281	Organizational Behavior	3
COMM 200	Introduction to Media Writing	3
COMM 206	Digital Communication Fundamentals	3
COMM 212	Interpersonal Communication	3
COMM 218	Public Relations Principles	3
COMM 224	Social Media Foundations	3
COMM 297	Cooperative Education/Internship	1
PHIL 210	Ethics	3
SOC 110	Introduction to Sociology	3
SOC 235	Cultural Diversity	3
SPAN 101	First Year Spanish I	4
SPAN 102	First Year Spanish II	4
<b>Total Credits</b>		<b>45</b>

### General Education

#### Written or Oral Communications

ENGL 110	College Composition I	3
COMM 110	Fundamentals of Public Speaking	3
<b>Credits Subtotal</b>		<b>6</b>

#### Arts & Humanities/Social & Behavioral Sciences

COMM 112	Understanding Media and Social Change	3
<b>Credits Subtotal</b>		<b>3</b>

#### Business, Math, Science, & Technology

MATH 210	Elementary Statistics	3
BADM 210	Advertising I	3
<b>Credits Subtotal</b>		<b>6</b>

<b>General Education Total Credits</b>	<b>15</b>
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## Digital Literacy

Select one of the following:

ENGL 110 College Composition I

NDUS Institution Approved Training Course

NDUS Institution Designated Digital Literacy Course