

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	
Total Credits	60

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
Total Credits		45

General Education

Written or Oral Communications

ENGL 110	College Composition I	3
COMM 110	Fundamentals of Public Speaking	3
Credits Subtotal		6

Arts & Humanities/Social & Behavioral Sciences

COMM 112	Understanding Media and Social Change	3
Credits Subtotal		3

Business, Math, Science, & Technology

MATH 210	Elementary Statistics	3
BADM 210	Advertising I	3
Credits Subtotal		6

General Education Total Credits

15

Digital Literacy

Select one of the following:

ENGL 110

College Composition I

NDUS Institution Approved Training Course

NDUS Institution Designated Digital Literacy Course