

**AA IN GENERAL EDUCATION TO BS IN STRATEGIC COMMUNICATION**

Campus		Black River Technical College Courses	Comparable A-State Course	Hours
Black River Technical College	English Composition	ENG 1003 Freshman English I	ENG 1003 Composition I	3
		ENG 1013 Freshman English II	ENG 1013 Composition II	3
		SCOM 1203 Oral Communications	COMS 1203 Oral Communication	3
	Math	MATH 1023 College Algebra	MATH 1023 College Algebra	3
	Life Science	BIOL 1004 Biological Science/Lab	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	GSP 1004 Physical Science &Lab	PHSC 1203/1201 Physical Science/Lab	4
		CHEM 1013/1011 General Chemistry I/Lab	CHEM 1013/1011 General Chemistry I/Lab	
	US History/ Government	HIST 2763 The United States to 1876	HIST 2763 The US to 1876	3
		HIST 2773 The United States since 1876	HIST 2773 The US since 1876	
		POSC 2103 U.S. Government	POSC 2103 Intro to US Government	
	World History	HIST 1013 World Civilization to 1660	HIST 1013 World Civ to 1660	3
		HIST 1023 World Civilization since 1660	HIST 1023 World Civ Since 1660	
	Soc. Science	SOC 2213 Principles of Sociology	SOC 2213 Intro to Sociology	3
		ANTH 2233 Introduction to Cultural Anthropology	ANTH 2233 Intro to Cultural Anthropology	
		PSY 2513 Introduction to Psychology	PSY 2013 Introduction to Psychology	
		GEOG 2613 Introduction to Geography	GEOG 2613 Introduction to Geography	
		POSC 2103 U.S. Government	POSC 2103 Intro to US Government	
		ECON 2313 Principles of Macroeconomics	ECON 2313 Principles of Macroeconomics	
		ECON 2333 Economic Issues and Concepts	ECON 2333 Economic Issues and Concepts	
	Literature	ENG 2003 Introduction to World Literature I	ENG 2003 World Lit to 1660	6
		ENG 2013 Introduction to World Literature II	ENG 2013 World Lit since 1660	
		PHIL 1103 Introduction to Philosophy	PHIL 1103 PHI 1003 Introduction to Philosophy	
	Fine Arts	FAT 2203 Fine Arts Theatre	THEA 2503 Fine Arts Theatre	6
		FAM 2503 Fine Arts Musical	MUS 2503 Fine Arts Music	
		FAM 2503 Fine Arts Visual	ART 2503 Fine Arts Visual	
	Physical Education	PE 1002 Concepts of Fitness	PE 1002 Concepts of Fitness	2
		NRS 2203 Basic Human Nutrition	NRS 2203 Basic Human Nutrition	
Electives	Electives	Electives	17	
A-State	Major Requirements		STCM 3133 Interactive Advertising	3
			STCM 4003 Account Planning & Management	3
			STCM 4333 Social Media Measurement	3
			STCM 2143 Strategic Writing I	3
			STCM 3043 Principles of Strategic Communication	3
			STCM 3143 Strategic Writing II	3
			STCM 3553 Strategic Visual Communication	3
			STCM 4073 Strategic Communication Law and Ethics	3
			STCM 4213 Social Media in Strategic Communication	3
			STCM 4753 Strategic Communication Case Studies	3
			STCM 4763 Strategic Communication Campaigns	
			STCM 4773 Internship	3
			Electives in Media and/or Communication	9
	Electives*		Electives	18

\*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19