

## AA TO BS IN STRATEGIC COMMUNICATION

Campus		Cossatot Community College of the University of Arkansas Courses	Comparable A-State Course	Hours
Cossatot Community College of the University of Arkansas	English Composition	ENGL 1113 Composition I	ENG 1003 Composition I	3
		ENGL 1123 Composition II	ENG 1013 Composition II	3
		SPCH 1113 Principles of Speech	COMS 1203 Oral Communication	3
	Math	MATH 1023 College Algebra	MATH 1023 College Algebra	3
		MATH 1113 Quantitative Reasoning	MATH 1043 Quantitative Reasoning	
	Life Science	BIOL 1014 General Biology	BIOL 1003/1001 Biological Science/Lab	4
	Physical Science	PHYS 2024 Physical Science	PHSC 1203/1201 Physical Science/Lab	4
	US History	HIST 2013 United States History to 1876	HIST 2763 The US to 1876	3
		HIST 2023 United States History since 1876	HIST 2773 The US since 1876	
	Government	PSC 2003 American Government	POSC 2103 Intro to US Government	3
	World History	HIST 1003 Western Civilization to 1700	HIST 1013 World Civ to 1660	3
		HIST 1013 Western Civilization since 1700	HIST 1023 World Civ Since 1660	
	Literature	ENGL 2213 World Literature I	ENG 2003 World Lit to 1660	3
		ENGL 2223 World Literature II	ENG 2013 World Lit since 1660	
	Fine Arts	FA 2013 Introduction to Fine Arts: Music	MUS 2503 Fine Arts Music	3
		FA 2003 Introduction to Fine Arts: Art	ART 2503 Fine Arts Visual	
	AA Requirements	SPD 1003 Success Strategies	UC 1013 Making Connections	3
		BUS 1003 Microcomputer Applications	CIT 1053 Microcomputer Applications	3
		SOC 2003 Introduction to Sociology	SOC 2213 Introduction to Sociology	3
		PSYC 2003 General Psychology	PSY 2013 Introduction to Psychology	3
Physical Education Elective		Elective	1	
Electives		Electives	15	
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