

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

Campus		University of Arkansas-Hope- Texarkana Courses	Comparable A-State Course	Hours
University of Arkansas- Hope- Texarkana	English Composition	ENGL 1013 Composition I	ENG 1003 Composition I	3
		ENGL 1023 Composition II	ENG 1013 Composition II	3
		SPCH 1313 Principles of Speech	COMS 1203 Oral Communication	3
	Math	MATH 1053 College Algebra	MATH 1023 College Algebra	3
		MATH 1153 Quantitative Literacy	MATH 1043 Quantitative Reasoning	
	Life Science	BIOL 1204 Biology	BIOL 1003/1001 Biological Science/Lab	4
		BIOL 2214 Human Anatomy & Physiology I	BIO 2203/2201 Anatomy and Physiology I/Lab	
		BIOL 2234 Microbiology	BIO 2103/2101 Microbiology for Nursing/Lab	
	Physical Science	PHSC 1024 Physical Science	PHSC 1203/1201 Physical Science/Lab	4
		CHEM 1114 Chemistry I	CHEM 1013/1011 General Chemistry I/Lab	
	US History/ Government	HIST 2013 U.S. History I	HIST 2763 The US to 1876	3
		HIST 2023 U.S. History II	HIST 2773 The US since 1876	
		PLSC 2103 American Government	POSC 2103 Intro to US Government	
	Soc. Science	HIST 1113 World Civilization I	HIST 1013 World Civ to 1660	6
		HIST 1123 World Civilization II	HIST 1023 World Civ Since 1660	
		GEOG 2203 Introduction to Geography	GEOG 2613 Introduction to Geography	
		PSYC 2303 General Psychology	PSY 2013 Introduction to Psychology	
	Literature	SOCI 2413 Sociology	SOC 2213 Introduction to Sociology	3
		ENGL 2023 World Literature I	ENG 2003 World Lit to 1660	
		ENGL 2123 World Literature II	ENG 2013 World Lit Since 1660	
	Fine Arts	PHIL 2003 Philosophy	PHIL 1103 Introduction to Philosophy	3
		DRAM 2003 Introduction to Theater	THEA 2503 Fine Arts Theatre	
		MUSI 2103 Music Appreciation	MUS 2503 Fine Arts Music	
	Electives	ARTS 2003 Art Appreciation	ART 2503 Fine Arts Visual	25
		Electives	Electives	
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	3
			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