

B.A. Strategic Communication, Public Relations, and Advertising (Fall 2020 & Later)

Minimum 120 credits required for Bachelor's degree

Foundational Core (30-32 Credits)

		Grade
FYWS 125 ¹	First Year Seminar	
CTL 125	Critical Thinking	
MA _____	Foundational Core Math course	
Choose 1 course from each area *		
² Natural/Physical Science		
Literature		
History	HI-100 or HI-102	
Arts/Design/Comm.		
Philosophy		
Theology/Relig		
Social/Behavioral Science		

Human Journey Seminars: Great Books in CIT (6 Credits)

Liberal Arts Explorations (LAE) (9 Credits Total)

Student must complete one course in each area. (see list on Registrar's Website - checksheets)		
Humanistic Inquiry (3 credits)		
Social and Global Awareness (3 credits)		
Scientific Literacy (3 credits)		

* See list of courses.

¹(Requires Grade C or higher)

²Science/Natural Science courses includes

approved Math and Computer Science courses. Students are required to take at least one course in Biology, Chemistry, or Physics in the Foundational or Liberal Arts Exploration Core. CS and MA courses may be used as a Science/Natural Science in either the Foundational Core **or** as a requirement in the LAE Core but not in both categories.

Note: MA 006 and ESL courses **will not** count towards the 120 credit graduation requirement.

Approved Study Abroad courses may be used to satisfy requirements for the foundational core or a Liberal Arts Exploration

A maximum of 8 Applied Music credits may be applied towards graduation

Required Curriculum for BA Strategic Communication, Public Relations, and Advertising

51 Total Credits Required

Grade

CM 101	Introduction to Media Culture	
CM 102	Introduction to Media Production	
CM 301	Advanced Seminar in Communications	
CM 397	Senior Project I	
CM 398	Senior Project II	

Three Courses from production (9 Credits Total)

Grade

CM		
CM		
CM		

Three courses from history and theory (9 Credits Total)

Grade

CM		
CM		
CM		

Strategic Communication, Public Relations, and Advertising Courses (18 Credits)

CM 126	History of Advertising & PR	
CM 227	Advertising & PR Writing	
CM 230	Digital Publications	
CM 258	Social Media Strategy	
CM 356	Advertising & PR Campaigns	
CM 257	Women & Advertising (or)	
CM 357	Studies in Advertising & PR	

Checksheet Key

T	Course transferred and Requirement satisfied
W	Requirement waived
TW	Course transferred and Requirement waived

SACRED HEART UNIVERSITY

College of Arts and Sciences

B.A. Strategic Communication, Public Relations, and Advertising (Fall 2020 & Later)

The School of Communication, Media and the Arts (SCMA) is dedicated to developing lifelong learners who are creative and ethical communicators, artists and media professionals. The Strategic Communication, Public Relations, and Advertising major is a blend of theory and practice allowing students the opportunity to produce in-depth presentations, campaigns and written work in addition to leaving with a senior project that showcases both their production skills and critical thinking ability. Strategic Communication, Public Relations, and Advertising majors will acquire the knowledge and technical skills to pursue careers in public relations and advertising as they develop a theoretical, aesthetic, and historical understanding of the professional communication fields.

SUGGESTED FOUR YEAR SEQUENCE OF STUDY:

YEAR 1	SEMESTER I	YEAR 1	SEMESTER 2
FYWS 125 or	First Year Seminar	FYWS 125 or	First Year Seminar
CTL 125	Critical Thinking	CTL 125	Critical Thinking
	Foundational Core		Foundational Core
	Foundational Core		Foundational Core
CM 101	Introduction to Media Culture		Foundational Core
MA____	College-level Math Course	CM 102	Introduction to Media Production
YEAR 2	SEMESTER 3	YEAR 2	SEMESTER 4
CIT 201	CIT Seminar I	CIT 202	CIT Seminar II
	Foundational Core		Foundational Core
	LAE		LAE
CM126	History of Advertising & PR		LAE
CM 230	Digital Publications	CM 227	Advertising & PR Writing
YEAR 3	SEMESTER 5	YEAR 3	SEMESTER 6
CM 258	Social Media Strategy	CM 301	Advanced Seminar in Communication
CM 356	Advertising & PR Campaigns	CM 257 or	Women & Advertising OR
CM____	CM History/Theory Elective 1	CM 357	Studies in Advertising & PR
	Free Elective	CM____	CM Production Elective 1
	Free Elective		Free Elective
			Free Elective
YEAR 4	SEMESTER 7	YEAR 4	SEMESTER 8
CM 397	Senior Project I	CM 398	Senior Project II
CM____	CM History/Theory Elective 2	CM____	CM History/Theory Elective 3
CM____	CM Production Elective 2	CM____	CM Production Elective 3
	Free Elective		Free Elective
	Free Elective		Free Elective

effective Fall 2020