

COMMUNICATION & MEDIA STUDIES - STRATEGIC COMMUNICATION, BAS

Course	Title	Hours
Semester 1		
COLL 101	ORIENTATION TO COLLEGE	1
ENGL 101	~COMPOSITION 1 ¹	3
COMM 105	INTRODUCTION TO MASS MEDIA ¹	3
CMS 110	BASIC NEWSWRITING	3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective		3
Hours		16
Semester 2		
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective		4
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective		3
ENGL 102	~COMPOSITION 2	3
CMS 215	MEDIA WRITING	3
CMS 220	PHOTOGRAPHY	3
Hours		16
Semester 3		
CMS 117	INTRO TO SOCIAL MEDIA MGMT ¹	3
CMS 218	NEWS REPORTING	3
CMS 225	MEDIA DESIGN I	1
CMS 230	FUND OF STRATEGIC COMM	3
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective		3
Hours		13
Semester 4		
DRAF 122	FUNDAMENTALS OF 3D STUDIO MAX	3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective		3
CMS 217	ADVANCED SOCIAL MEDIA MGMT	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING ^{1,2}	3
Hours		15
Semester 5		
CMS 226	MEDIA DESIGN II	1
MKTG 230	PRINCIPLES OF MARKETING	3
COMM 304	HUMAN COMM/RATIONAL DECISIONS	3
CMS 317	SOCIAL MEDIA CAMPAIGNS	3
CMS 360	DIGITAL IMAGING	3
PHIL 150	INTRODUCTION TO ETHICS	3
Hours		16
Semester 6		
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective		3
Free Elective		1
COMM 308	NONVERBAL COMMUNICATION	3
CMS 410	GRAPHIC DESIGN	3
CMS 437	STGC COMM WRITING/CASE STUDIES	3
Hours		16
Semester 7		
MKTG 341	ADVERTISING ¹	3
COMM 404	PERSUASION THEORY & RESEARCH	3
CMS 428	MEDIA ETHICS AND LAW	3
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective		3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective		4
Hours		16
Semester 8		
COMM 306	HUMAN COMM IN ORG & INSTITU	3
COMM 316	INTERCULTURAL COMMUNICATION	3

2 Communication & Media Studies - Strategic Communication, BAS

CMS 439	STRATEGIC COMM CAMPAIGN MGMT	3
CMS 440	COMM & MEDIA INTERNSHIP ^{1,2}	3
Hours		12
Total Hours		120

¹ Milestone Course

² Capstone Course