

# STRATEGIC COMMUNICATION, A.A.S.

The **Associate of Applied Science in Strategic Communication** is a valuable transfer degree that enables you to write and synthesize information into coherent pieces; demonstrate an appreciation of theory and practice of visual communication, photojournalism, online media and digital media; formulate questions and develop principled conclusions in interviewing sources and covering public affairs; and uphold the responsibilities of a free press with commitment to accuracy, fairness, depth and social conscience.

## Milestone Course

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.

## Career Planning

If you want to work in broadcasting, journalism, public relations, human resources, advertising, graphic design, or education, this degree can help you launch a successful career. As a communication professional, you shape the way people share, receive, and process information. The Bureau of Labor Statistics (<https://www.bls.gov/>) estimates that roughly 27,400 new positions will open in the field by 2024.

## 2+2 with WVU Parkersburg

Finish your Associate degree here and seamlessly transfer to the WVU Parkersburg Bachelor of Applied Science in Communications and Media Studies program.

Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

### Total Degree Credits: 60

Course	Title	Hours
<b>Semester 1</b>		
COLL 101	ORIENTATION TO COLLEGE <sup>1</sup>	1
Writing and Rhetoric ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr</a> ) Elective: ENGL 101 is preferred <sup>2</sup>		3
COMM 105	INTRODUCTION TO MASS MEDIA <sup>2</sup>	3
CMS 110	BASIC NEWSWRITING	3
Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective		3
Quantitative Reasoning ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> ) Elective		3
<b>Hours</b>		<b>16</b>
<b>Semester 2</b>		
Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective		3
Scientific Inquiry ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> ) Elective		4
ENGL 102	~COMPOSITION 2	3
CMS 215	MEDIA WRITING	3
CMS 220	PHOTOGRAPHY	3
<b>Hours</b>		<b>16</b>
<b>Semester 3</b>		
CMS 117	INTRO TO SOCIAL MEDIA MGMT <sup>2</sup>	3
CMS 218	NEWS REPORTING	3
CMS 225	MEDIA DESIGN I	1
CMS 230	FUND OF STRATEGIC COMM	3
Aesthetics, Creativity, and Appreciation ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> )		3
<b>Hours</b>		<b>13</b>
<b>Semester 4</b>		
DRAF 122	FUNDAMENTALS OF 3D STUDIO MAX	3
People and Their Worlds ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> ) Elective		3
CMS 217	ADVANCED SOCIAL MEDIA MGMT	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING <sup>3</sup>	3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> Institutional graduation requirement

<sup>2</sup> Milestone course

<sup>3</sup> Capstone course

**Degree requires a total of 60 credit hours.** [ Core Course Credit Hours : 20 ]

<b>Code</b>	<b>Title</b>	<b>Hours</b>
<b>Core Courses</b>		
COLL 101	ORIENTATION TO COLLEGE <sup>1</sup>	1
	Writing and Rhetoric ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr</a> )	3
	Quantitative Reasoning ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> )	3
	Scientific Inquiry ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> )	4
	Aesthetics, Creativity, and Appreciation ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> )	3
	Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> )	3
	People and Their Worlds ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> )	3
<b>Program Courses</b>		
CMS 110	BASIC NEWSWRITING	3
CMS 215	MEDIA WRITING	3
CMS 220	PHOTOGRAPHY	3
CMS 117	INTRO TO SOCIAL MEDIA MGMT	3
CMS 218	NEWS REPORTING	3
CMS 230	FUND OF STRATEGIC COMM	3
CMS 225	MEDIA DESIGN I	1
DRAF 122	FUNDAMENTALS OF 3D STUDIO MAX	3
CMS 217	ADVANCED SOCIAL MEDIA MGMT	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING	3
COMM 105	INTRODUCTION TO MASS MEDIA	3
ENGL 102	~COMPOSITION 2	3
	Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective	3
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> Institutional Graduation Requirement.