

# STRATEGIC COMMUNICATION, A.A.S.

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