

SAVANNAH STATE UNIVERSITY – COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATIONS

PROGRAM OF STUDY: PUBLIC RELATIONS & STRATEGIC COMMUNICATION - FALL 2018

ACEJMC's 72-hour Rule: The Department of Journalism and Mass Communications is accredited by the Accrediting Council on Journalism and Mass Communications and adheres to the organization's accreditation guidelines. Therefore, all JMC majors must take a minimum of 72 credit hours required for the baccalaureate degree outside of journalism and mass communications.

(This is for advisement purposes and to track academic progress. Please utilize the official SSU catalog for graduation requirements.)

CORE CURRICULUM	HRS	SEM	GRD	MAJOR REQUIREMENTS	HR	P'REQ	SEM	GRD
AREA A: Essential Skills – 9 Hrs.				AREA F: Program of Study – 18 Hrs.				
ENGL 1101 English Composition I	3			COMM 2101 Writing for Multimedia	3	ENGL 1102		
ENGL 1102 English Composition II	3			COMM 2105 Mass Media in Society	3			
MATH 1101 Mathematical Modeling or MATH 1111 College Algebra	3			COMM 2106 Afr Amer. in the Media or COMM 2107 Women in the Media	3			
AREA B: Institutional Options – 5 Hrs.				COMM 2810 Intro to Comm Research	3	AREA A, COMM 2105		
AFRS 1501 Survey of Afrc Amerc Experi	2			Foreign Language (Any foreign language). Spanish is Recommended				
HUMN 1201 Critical Thinking/Comm	3				3			
Option II: Transfer Students Only					3			
HUMN 1101	2		T	Track II: PR & STRATEGIC COMMUNICATIONS - 30 Hrs.				
SPEH 1101	3		T					
AREA C: Humanities/Fine Arts – 6 Hrs.				COMM 3120 Intro to Comm Theory	3	COMM 2101, 2105, and 2106 or 2107		
Option I (choose one)				COMM 3110 Multimedia Design and Prod.	3			
ENGL 2110 World Lit; ENGL 2121 Brit Lit I.; ENGL 2122 Brit Lit II; ENGL 2131 American Lit I; ENGL 2132 American Lit II; ENGL 2222 Afrc American Lit; RPHS 2101 Intro to Phil; RPHS 2241 Ethics				COMM 3401 Intro to PR & Strategic Comm	3	Enrolled in 3110		
				COMM 4101 Strategic Comm. Writing	3	COMM 3401		
				COMM 4402 Strategic Campaign Principles	3	COMM 4101		
Option II (choose one)				COMM 4406 Strategic Campaign Production	3			
ARTS 1101 Intro to Visual Arts; ENGL 2521 Intro to Film Appreciation; HUMN 2011 Humanities; MUSC 1101 Intro to Music; THEA 2101Intro to Theatre				COMM 4705 Media Ethics & The Law	3	Juniors and Seniors		
				COMM 4902: Professional Internship	3	Grad Nominee Prof. Approval		
				COMM 4106: Comm. Practicum	3			
AREA D: Science, Math, & Technology - 10 Hrs.				Major Option I (choose one)				
CISM/CSCI 1130 Computer Applications	3			COMM 3101 Media Arts & Design; COMM 3102 Photography for Multimedia; COMM 3105 News Writing & Reporting; COMM 3302 Speech for Multimedia; COMM 4105 Opinion and Editorial Writing; Special Topics- COMM 3106, 3951, 3952, 4950, 4951, 4952, 4953, 4954, 4955, 4956				
Option I - Lab & Course (choose one)								
ASTR 1010 Intro to the Universe; BIOL 1103 Gen Biology; BIOL 1104 Human Biology; ENV5 1140 Environmental Issues; FSCI 1101 Intro to Molecular Forensic Science; ISCI 1101 Integrated Science I								
Option II - Lab Science (choose one)					3			
BIOL 1103 Gen Biology & Lab; BIOL 1104 Human Biology & Lab; CHEM 1101K Intro to Chemistry; ISCI 1111K Integrated Science II; MSCI 1501K Intro to Marine Biology; PHSC 1011K Physical Science I; PHYS 1111K Intro Physics I				ADDITIONAL REQUIREMENTS (MAJOR) – 8 Hrs.				
				COMM 1000 Colloquium	2			
				GEOG 1101 Human Geography	3			
				SPEH 4101 Advanced Speech	3			
AREA E: Social Sciences – 12 Hrs.				GENERAL ELECTIVES – 9 Hrs.				
					3			
					3			
POLS 1101 American Government	3				3			
POLS 2401 Global Issues	3			MINOR REQUIREMENT Mass communications majors can select a minor (15 credit hours) from one of the many minor programs offered by the university. Students who choose not to minor in a specific discipline can instead complete 15 credit hours outside the mass communications major. At least three of the courses must be 3000 level or higher. Should a student decide to complete the five courses in place of a 15-credit hour minor, the student can earn only one "D" in one of the five courses. The student must earn a grade of "C" or better in the remaining four courses.				
Option I – U.S. History (choose one)								
HIST 2111 U.S. Hist to the Post-Civil								
HIST 2112 U.S. Hist Post-Civil War:Pres								
Option II – Social Sciences (choose one)								
AFRS 2000 Introduction to African Studies; ANTH 1101 Introduction to Anthropology; ECON 2105 Principles of Macro-Economics; HIST 1111 World History to Early Modern; HIST 1112 World History to Early Modern Times to Present; PSYC 1101 Introduction to Psychology; PSYC 2103 Human Growth & Development; SOCI 1101 Introduction to Sociology; SOCI 1160 Social Problems					3			
					3			
					3			
					3			
					3			
				NOTES:				
Students are required to be counseled by an advisor prior to registering for a course. Students must complete all Areas A-F courses prior to enrolling in upper level courses. Students must earn a minimum grade of "C" in all prerequisite courses prior to registering for an upper level course. Students must earn a minimum grade of "C" in all major courses and all courses that are appropriate to the major. The courses appropriate to the major are listed under Area F courses. Senior mass communications majors must take the senior exit exam, submit the senior portfolio and the senior project.								

JMC - PUBLIC RELATIONS & STRATEGIC COMMUNICATION - FALL 2018 CATALOG YEAR

NAME:					ID NUMBER:				
ADDRESS:					MINOR: CHOOSE I				
PHONE No.:					RANK: Choose I				
FRESHMAN YEAR									
FALL SEMESTER					SPRING SEMESTER				
COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM	COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM
ENGL 1101	ENGLISH COMP I	3			ENGL 1102	ENGLISH COMP II	3		
AREA A	MATH OPTION I	3			AREA D2A	- Choose One	4		
AFRS 1501	SURV AFRC AMRC EXP	2			POLS 1101	AMERICAN GOVERN	3		
HUMN 1201	CRITICAL THINKING	3			COMM 2105	MEDIA & SOCIETY	3		
MAJOR ELECTIVE	- Choose One	3			AREA F	OPTION I - Choose One	3		
COMM 1000		2							
SUM CREDIT HOURS		16			SUM CREDIT HOURS		16		
SOPHOMORE YEAR									
FALL SEMESTER					SPRING SEMESTER				
COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM	COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM
AREA C1	- Choose One	3			AREA C2	- Choose One	3		
CISM 1130	COMPUTER APPLICATIONS	3			AREA D1B	- Choose One	3		
POLS 2401	- GLOBAL ISSUES	3			AREA E1	- Choose One	3		
COMM 210	WRITING FOR MULTIM	3			COMM 3110	MULTIMEDIA PUBLISHING	3		
GENERAL ELECTIVE		3			FOREIGN LANG I		3		
SUM CREDIT HOURS		15			SUM CREDIT HOURS		15		
JUNIOR YEAR									
FALL SEMESTER					SPRING SEMESTER				
COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM	COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM
COMM 2810	INTRO COMM RESEAR	3			COMM 4101	STRATEGIC WRITING	3		
COMM 3120	COMM THEORY	3			COMM 4705	MEDIA LAWS & ETHICS	3		
COMM 3401	INTRO TO PR AND ADV	3			GEOG 1101	HUMAN GEOGRAPHY	3		
FOREIGN LANG II		3			GENERAL ELECTIVE		3		
AREA E2	- Choose One	3			MINOR REQ/ELECTIVE		3		
SUM CREDIT HOURS		15			SUM CREDIT HOURS		15		
SENIOR YEAR									
FALL SEMESTER					SPRING SEMESTER				
COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM	COURSE #	COURSE NAME	CRT REC'V	GRADE	SEM
COMM 4402	STRAT CAMP PRINC	3			COMM 4106	COMM PRACTICUM	3		
COMM 4406	START CAMP PROD	3			COMM 4902	INTERNSHIPS	3		
SPEH 4101	ADV SPEECH	3			MINOR/ELECTIVE		3		
MINOR/ELECTIVE		3			MINOR/ELECTIVE		3		
MINOR/ELECTIVE		3			GENERAL ELECTIVE		3		
SUM CREDIT HOURS		15			SUM CREDIT HOURS		15		
TOTAL CREDIT HOURS							122		