



School of Media & Strategic Communication

Required Courses (2017-2018)

MC 1143 - Media in a Diverse Society
 MC 2003 - Style & Structure
 MC 2023 - Electronic Communication
 MC 4143 - Ethics and Issues in Mass Communications
 MC 4163 - Mass Communication Law

Strategic Communication Required Courses	Multimedia Journalism Required Courses		Sports Media Required Courses								
SC 2183 Intro to SC	MMJ 3153 Fundamentals of Audio Video		SPM 2843 Sports in the Media								
SC 3353 Persuasive Writing	MMJ 3263 Multimedia Reporting		MMJ 3153 Fundamentals of Audio Video								
SC 3753 Graphic Design for SC	MMJ 3553 Advanced Reporting		MMJ 3263 Multimedia Reporting								
SC 3383 SC Mgmt & Strategies	MMJ 4393 Data Journalism		SPM 3813 Sports Reporting Across the Media								
SC 3953 Research Methods for SC	Journalism MMJ 3313 Editing in Multimedia	Digital Production MMJ 3913 Field Production	MMJ 4393 Data Journalism								
SC 4013 Advertising Media & Markets			<table border="1"> <tr> <td>Sports Information SC 3753 Graphic Design for SC</td> <td>Sports Journalism SPM 3863 Electronic Sports Reporting</td> <td>Sports Digital Production MMJ 3913 Field Production</td> </tr> </table>	Sports Information SC 3753 Graphic Design for SC	Sports Journalism SPM 3863 Electronic Sports Reporting	Sports Digital Production MMJ 3913 Field Production					
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<table border="1"> <tr> <td>Advertising SC 3603 Copywriting & Creative Strategy</td> <td>or</td> <td>Public Relations SC 4493 Advanced PR Writing</td> </tr> </table>	Advertising SC 3603 Copywriting & Creative Strategy	or	Public Relations SC 4493 Advanced PR Writing	MMJ 4313 Public Affairs Reporting	MMJ 4953 Advanced Production	<table border="1"> <tr> <td>SPM 3783 Sports PR</td> <td rowspan="2">Pick two: MMJ 3313, 3913, 4313, SPM 4053, 4833, 4853</td> <td>SPM 4813 Sports Production</td> </tr> <tr> <td>SPM 4833 Sports Information</td> <td>SPM 4883 Sports Journalism Capstone</td> </tr> </table>	SPM 3783 Sports PR	Pick two: MMJ 3313, 3913, 4313, SPM 4053, 4833, 4853	SPM 4813 Sports Production	SPM 4833 Sports Information	SPM 4883 Sports Journalism Capstone
Advertising SC 3603 Copywriting & Creative Strategy	or	Public Relations SC 4493 Advanced PR Writing									
SPM 3783 Sports PR	Pick two: MMJ 3313, 3913, 4313, SPM 4053, 4833, 4853	SPM 4813 Sports Production									
SPM 4833 Sports Information		SPM 4883 Sports Journalism Capstone									
SC 4843 (or 4980) SC Campaigns	MMJ 4973 MMJ Capstone		MGMT 3013 Management								
SMSC Elective	SMSC Elective		SMSC Elective								
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SMSC Elective	SMSC Elective		SMSC Elective								
MKTG	POLS	TLA/BUS/GE	TLA/BUS/GE								
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TLA/BUS/GE	TLA/BUS/GE		TLA/BUS/GE								