

Department of Strategic Communication

2019/2020 Curriculum Guide

* Satisfies the competency requirement.
Complete these classes first.

See course description for all prerequisites.

REQUIRED BEFORE TAKING OTHER STCO COURSES

<p>TWO GATEWAY COURSES</p> <p>STCO 23113 Advertising</p> <p>STCO 23123 Public Relations</p>	<p>⋮</p>	<p>ONE ASSOCIATED COURSE</p> <p>MATH 10043 Statistics</p>
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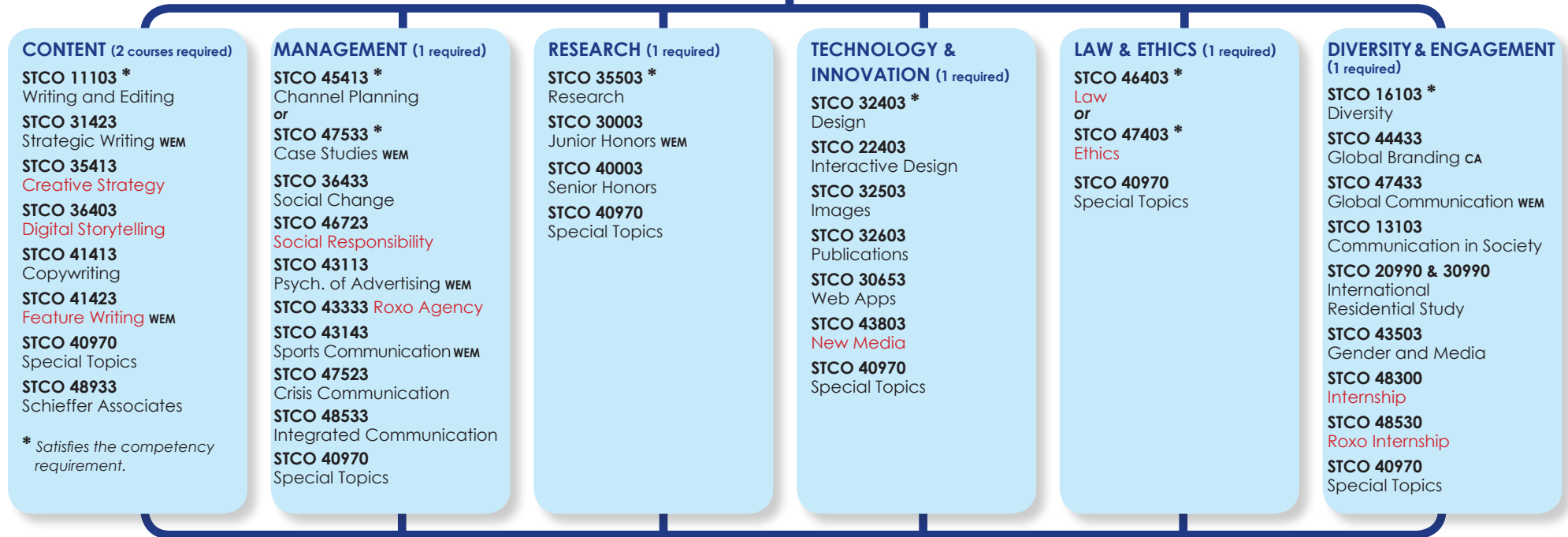
Majors must complete the gateway courses STCO 23113 (Advertising) and STCO 23123 (Public Relations) with a C (2.0) or higher and a combined 2.5 GPA and also earn a "C-" (1.67) or higher in MATH 10043 (Statistics) before enrolling in any other Strategic Communication courses.

NOTE: Work with an adviser to check course offerings. New additions are made to the catalog every year.

NOTE: Classes listed are not offered every semester in every competency.

CORE COMPETENCIES

Specific courses are required from each competency along with three additional courses from any competency.



STCO 40901 *Senior Seminar*

CAPSTONE COURSE

STCO 48833 *Campaigns* or **STCO 48813** *Ad Competition* or **STCO 48823** *PR Competition*