



Degree Plan

Strategic Communication (BA)

Student: _____ Student ID: _____ Phone #: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Beginning Term: _____ Anticipated Completion: _____

Estimated Transfer Credits: _____	Estimated Webster Credits: _____	Total Credit Hours: _____ • Transfer Credits + Webster Credits • Minimum of 120 hours
core requirements: _____	core requirements: _____	
GCP courses: _____	GCP courses: _____	
electives: _____	electives: _____	

REQUIRED CORE COURSES (61 hours) **12 hours in foreign language or equivalent proficiency**						
Course	Hrs	Pre-requisite	Term	Year	Grade	Transfer
PBRL 1010 Fundamentals of Strategic Communications and Public Relations	3 sh					
MDST 1010 Media Foundations	3 sh					
MDST 1050 Media Writing	3 sh					
ADVT 1940 Introduction to Marketing Communications	3 sh					
PBRL 2400 New Media Messaging	3 sh	PBRL 1010				
MDST 2200 Ethics in the Media	3 sh	MDST 1010 or MDST 2100				
SPCM 2400 Persuasion	3 sh					
PBRL 2920 Writing for Public Relations	3 sh	MDST 1050, JOUR 1030, PBRL 1010				
PBRL 3600 Public Relations Case Studies, U.S. and Global	3 sh	PBRL 1010				
MEDC 3190 Introduction to Media Research	3 sh					
MDST 3260 Global Media Practice	3 sh					
MDST 4500 Political Communications	3 sh	MDST 1010				
MDST 3300 Media Law, Ethics and Policy	3 sh	Jr/Sr status				
MDST 4110 Digital Media and Culture	3 sh	Jr/Sr status				
SPCM 4500 Conflict Resolution	3 sh					
SPCM 4600 Communication Theory	3 sh	9 sh of SPCM				
PBRL 4300 Crisis Communications and Issues Management	3 sh	PBRL 1010				
PBRL 4960 Global Strategic Communication Campaigns	3 sh	PBRL 1010 and PBRL 2920				
PBRL 4250 Media Relations	3 sh	PBRL 1010				
MDST 4620 Media Practicum/Thesis	4 sh					
Recommended Electives: Students are strongly encouraged to take 30 credit hours from the following to strengthen their core						

knowledge of the field but also to add thematic breadth to depth:						
POLT 1070 Introduction to Political Theory	3 sh					
SPCM 1280 Interpersonal Communication	3 sh					
ANSO 2060 Culture and Communication	3 sh					
ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations	3 sh					
MDST 2800 Media, Diversity and Society	3 sh					
PBRL 2800 Organizational Internal Communication	3 sh	MDST 1010				
PBRL 4500 Health Communication	3 sh	PBRL 1010				
MNGT 2500 Marketing	3 sh					
MNGT 3510 Advertising	3 sh	MNGT 2500 or ADVT 1940				
SPCM 3500 Presentations for Media Professionals	3 sh					
SPCM 3600 Rhetoric	3 sh					
Minors Encouraged:						
Advertising and Marketing Communications						
Business						
International Relations						
Journalism						
Management						
Political Science						
Psychology						

GLOBAL CITIZENSHIP PROGRAM (minimum 30 hours)										
FIRST YEAR SEMINAR (3 hours)	Hrs	Term	Year	Grade	Transfer					
	3sh	--								
KNOWLEDGE AREAS (24 hours)	SKILLS AREAS*									
	WCOM	OCOM	CRI	INTC	ETH	Hrs	Term	Year	Grade	Transfer
Roots of Cultures**	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
Social Systems & Human Behaviors**										
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
Physical & Natural World										
	--	--	--	--	--	3sh	--			
Global Understanding										

	--	--	--	--	--	3sh	--			
Arts Appreciation										
	--	--	--	--	--	3sh	--			
Quantitative Literacy										
	--	--	--	--	--	3sh	--			
Skills Courses not associated with Knowledge Areas (optional)										
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
KEYSTONE SEMINAR (3 hours)	Hrs	Term	Year	Grade	Transfer					
	3sh	--								

NOTE: In addition to the First Year and Keystone Seminars, students must complete *all 5 Skills Requirements within or in addition* to fulfilling each Knowledge Area. Courses with a grade of C- or better will satisfy GCP requirements.

Skills Areas: WCOM = Written Communication OCOM = Oral Communication ETH = Ethical Reasoning
 CRI = Critical Thinking INTC = Intercultural Competence

****NOTE:** Courses must have two different prefixes.

ELECTIVE COURSES					
TOTAL ELECTIVE TRANSFER HOURS					
REMAINING ELECTIVE HOURS					
Course	Hrs	Pre-Requisite	Term	Year	Grade
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			--		
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			--		
			--		
			--		

COMMENTS:

- Pending official transcripts, course descriptions and administrative approval.
- You may change the recommended course sequence as needed as long as you do not take any course before or with its prerequisite(s).
- Not all courses are offered at all sites each term. Check with the site for the current rotation schedule as course schedules are subject to change.
- Transfer credit may apply as general education courses, elective courses or core course substitutions (if the courses are substantively the same as Webster core courses).



Degree Plan

- This program plan is not a substitute for application, registration, transfer of credit or core course substitution requests. All other required forms must be filed in addition to this program plan.
- Signature on this program plan does not imply commitment for application or registration.

Advisor _____

Student _____

Phone:

Fax: 314-968-7166

Email:

Date Advised: