

# STANDARD PATHWAY SAMPLE COURSE SCHEDULE

YEAR ONE			YEAR TWO		
Fall	Winter	Spring	Fall	Winter	Spring
<u>J611 - 4 credits</u> Mass Communication and Society	<u>J629 - 4 credits</u> Communication Ethics in the Digital Age	<u>J616 - 4 credits</u> Intro to Strategic Communication Marketing	<u>J623 - 4 credits</u> Creativity in Strategic Communication	<u>J618 - 4 credits</u> Strategic Communication Management	<u>J609 - 3 credits</u> Terminal Project
<u>J621 - 4 credits</u> Foundations of Strategic Communication	<u>J642 - 4 credits</u> Quantitative Research Methods	<u>J641 - 4 credits</u> Qualitative Research Methods	<u>J610 - 4 credits</u> Required Topics Course	<u>J609 - 3 credits</u> Terminal Project	
<u>J624 - 2 credits</u> Marketing with Immersive Technology	<u>J624 - 2 credits</u> Top Branding	<u>J624 - 2 credits</u> Campaign Planning and Management	<u>J624 - 2 credits</u> Finance for Strategic Communication		



In addition to required courses, students are able to customize and chose **electives** which will give them focused skills in specific areas. Electives are offered occasionally so talk to your program director about which electives are offered each term. At least 6 credits of electives are required.