



**Certificate in  
Strategic Communication**  
CTSTRCOM.2013 (mrs 888)  
15 credits

Effective Date: 01/2014

<b>Name of Student:</b>		
<b>Student ID #:</b>		Graduation Date
<b>Home Country:</b>	<input type="checkbox"/> IWORK	
<b>Advisor:</b>	Name	Date

**Core Requirements** **9 Credits**  
Take **all** of the following:

Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
COMM 201	Introduction to Strategic Communication	3		F,W,S		
COMM 311	Strategic Communication Case Studies	3	COMM 201	F,S		
COMM 321	Strategic Communication Campaigns	3	COMM 201	W,S		

**Electives (Choose two)** **6 Credits**

COMM 301	Internet and Society	3	COMM 200 or COMM 201 for non ICS-Comm emphasis students	S		
COMM 313	Cross-platform Message Design	3	COMM 211 or Instructor consent	W,S		
COMM 326	Issues in Global Communication	3	COMM 200 or COMM 201 for non ICS-Comm emphasis students	F		
COMM 420	Media and Culture	3	COMM 200 or COMM 201 for non ICS-Comm emphasis students	W		
COMM 430	Media Law and Ethics	3	COMM 200 or COMM 201 for non ICS-Comm emphasis students	F,S		
ICS 399R	Internship	3	Junior Standing	F,W,S		
BUSM 304	Principles of Marketing Management	3	BUSM 180 or ECON 200	F,W,S		

**Total Credits Mapped for Graduation:** **15 Credits**

**No grade below C- will be accepted in fulfilling certificate requirements.**



**Certificate in  
Strategic Communication**  
CTSTRCOM.2017 (mrs 1382)  
15 credits

Effective Date: 09/2017

<b>Name of Student:</b>		
<b>Student ID #:</b>		Graduation Date
<b>Home Country:</b>	<input type="checkbox"/> IWORK	
<b>Advisor:</b>	Name	Date

<b>Core Requirements</b>						<b>9 Credits</b>
<i>Take <b>all</b> of the following:</i>						
<i>Course #</i>	<i>Title</i>	<i>Hr.</i>	<i>Prerequisites</i>	<i>Offered</i>	<i>Sem.</i>	<i>Grade</i>
COMM 201	Introduction to Strategic Communication	3		F,S		
COMM 313	Cross-Platform Message Design	3	COMM 201 or 211	W		
COMM 321	Strategic Communication Campaigns	3	COMM 201	S		
<b>Electives - Choose two</b>						<b>6 Credits</b>
COMM 301	The Internet and Society	3	COMM 200 or 201	F		
COMM 323	Multimedia Production	3	COMM 201 or 211	S		
COMM 326	Issues in Global Communication	3	COMM 200 or 201	S		
COMM 410	Political Communication	3	COMM 200 or 201 or 211	S		
COMM 420	Media and Culture	3	COMM 200 or 201	W		
COMM 430	Media Law and Ethics	3	COMM 200 or 201 or 211	F		
COMM 399R	Internship in Communication	3	Junior or Senior Standing	Variable		
BUSM 304	Principles of Marketing Management	3	Either BUSM 180 or ECON 200 with a C- or better	F,W,S		
<b>Total Credits Mapped for Graduation:</b>						<b>15 Credits</b>

**All passing grades will be accepted in fulfilling minor or certificate requirements.**