

SCHREINER UNIVERSITY

Bachelor of Arts

Communication Studies-Applied Communication track

Sample Four Year Plan beginning Fall 2022

This curriculum guide intended for use in coordination with corresponding degree plan and course rotation.

Total Credits 120

Fall Semester 1

Analytical Abilities core course	3
COMM 2301 Public Speaking	3
ENGL 1301 Rhetoric and Composition	3
IDST 1301 Freshman Studies	3
Elective course	3
<i>Credits</i>	15

Spring Semester 1

BSAD 1301 Intro to Business	3
COMM 2322 Small Group Communications	3
ENGL 1302 Literature and Composition	3
Engagement core course	3
Global Perspective core course	3
<i>Credits</i>	15

Fall Semester 2

Aesthetic Appreciation core course	3
COMM 3326 Dark Side of Interpersonal Comm	3
Elective course	3
Engagement core course	3
ENGL 3307 Advanced Composition <i>or</i>	3
ENGL 3303 Technical Communication	3
<i>Credits</i>	15

Spring Semester 2

Analytical Abilities core course	3
COMM 2320 Intro to Communication Theory	3
COMM 3323 Communication & New Media	3
COMM 3325 Strategies & Applications	3
Personal & Social Responsibility	3
<i>Credits</i>	15

Fall Semester 3

COMM 3350 Persuasion-Message Design & Interpretation	3
COMM 3351 Research Methods I	3
Upper level COMM choice	3
Elective course	3
MKTG 2340 Principles of Marketing	3
<i>Credits</i>	15

Spring Semester 3

COMM 3310 Interpersonal Communication	3
Upper level COMM course	3
Global Perspective course	3
POLS 3371 POLS Research Methods	3
Elective course	3
<i>Credits</i>	15

Fall Semester 4

COMM 4310 Communication & Conflict	3
COMM 4340 Theories in Communication	3
Elective course	3
Elective course	3
Elective course	3
<i>Credits</i>	15

Spring Semester 4

Upper level COMM course	3
COMM 4398 Professional Internship	3
MGMT 3350 Organizational Behavior	3
Elective course	3
Elective course	3
<i>Credits</i>	15