

# SCHREINER UNIVERSITY

## Bachelor of Arts

### *Communication Studies-Applied Communication track*

### **Sample Four Year Plan beginning Fall 2025**

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

**Minimum 120 Credit Hours**

#### **Fall Semester 1**

Aesthetic Appreciation core course	3
COMM 2301 Public Speaking	3
Engagement core course	3
IDST 1301 Freshman Studies	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Spring Semester 1**

BSAD 1301 Intro to Business	3
COMM 2320 Intro to Communication Studies	3
Communication core course	3
Engagement core course	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Fall Semester 2**

Analytical Abilities core course	3
Global Perspective core course	3
MKTG 2340 Principles of Marketing	3
Personal & Social Responsibility	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Spring Semester 2**

Analytical Abilities core course	3
ENGL 3307 Advanced Composition <i>or</i> ENGL 3303 Technical Communication	3
Global Perspective core course	3
Elective course	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Fall Semester 3**

COMM 3324 Mass Communication	3
COMM 3326 Dark Side of Interpersonal Comm	3
COMM 4340 Theories in Communication	3
Upper level COMM course <sup>1</sup>	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Spring Semester 3**

COMM 2322 Small Group Communications	3
COMM 3310 Interpersonal Communication	3
COMM 3325 Social Media: Strategies & Apps	3
COMM 4397 Senior Capstone in Communication	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Fall Semester 4**

COMM 3350 Persuasion	3
COMM 3351 Research Methods in Communication	3
Upper level COMM course <sup>1</sup>	3
Elective course	3
Elective course	3
<i>Credits</i>	<b>15</b>

#### **Spring Semester 4**

COMM 4310 Communication & Conflict - R	3
COMM 4398 Internship in Communication Studies	3
Elective course	3
Elective course	3
Elective course	3
<i>Credits</i>	<b>15</b>