

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		Spring Semester 1	
Aesthetic Appreciation core course	3	BSAD 1301 Intro to Business	3
COMM 2301 Public Speaking	3	COMM 2320 Intro to Communication Studies	3
Engagement core course	3	Communication core course	3
IDST 1301 Freshman Studies	3	Engagement core course	3
Elective course	3	Elective course	3
	<i>Credits</i> 15		<i>Credits</i> 15
Fall Semester 2		Spring Semester 2	
Analytical Abilities core course	3	Analytical Abilities core course	3
Global Perspective core course	3	ENGL 3307 Advanced Composition <i>or</i> ENGL 3303 Technical Communication	3
MKTG 2340 Principles of Marketing	3	Global Perspective core course	3
Personal & Social Responsibility	3	Elective course	3
Elective course	3	Elective course	3
	<i>Credits</i> 15		<i>Credits</i> 15
Fall Semester 3		Spring Semester 3	
COMM 3324 Mass Communication	3	COMM 2322 Small Group Communications	3
COMM 3326 Dark Side of Interpersonal Comm	3	COMM 3310 Interpersonal Communication	3
COMM 4340 Theories in Communication	3	COMM 3325 Social Media: Strategies & Apps	3
Upper level COMM course ¹	3	COMM 4397 Senior Capstone in Communication	3
Elective course	3	Elective course	3
	<i>Credits</i> 15		<i>Credits</i> 15
Fall Semester 4		Spring Semester 4	
COMM 3350 Persuasion	3	COMM 4310 Communication & Conflict - R	3
COMM 3351 Research Methods in Communication	3	COMM 4398 Internship in Communication Studies	3
Upper level COMM course ¹	3	Elective course	3
Elective course	3	Elective course	3
Elective course	3	Elective course	3
	<i>Credits</i> 15		<i>Credits</i> 15