

SCHREINER UNIVERSITY

Bachelor of Arts

Communication - Strategic Communications track

Sample Four Year Plan beginning Fall 2026

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
BSAD 1301 Introduction to Business	3
<i>Credits</i>	15

Spring Semester 1

COMM 2320 Intro to Communication Studies	3
Communication core course	3
Engagement core course	3
MKTG 2340 Principles of Marketing	3
Personal & Social Responsibility	3
<i>Credits</i>	15

Fall Semester 2

Analytical Abilities core course	3
Global Perspective core course	3
COMM 3324 Mass Communication	3
Elective course	3
Elective course	3
<i>Credits</i>	15

Spring Semester 2

Analytical Abilities core course	3
ENGL 3307 Advanced Composition <i>or</i> ENGL 3303 Technical Communication	3
COMM 2322 Teamwork	3
COMM 3325 Social Media: Strategies and Applications	3
Global Perspective core course	3
<i>Credits</i>	15

Fall Semester 3

COMM 3312 Public Relations	3
COMM 3350 Persuasion	3
COMM 3351 Research Methods	3
Elective course	3
Elective course	3
<i>Credits</i>	15

Spring Semester 3

COMM 3310 Interpersonal Communication	3
COMM 4310 Communication and Conflict	3
Elective course	3
Elective course	3
Elective course	3
<i>Credits</i>	15

Fall Semester 4

COMM 3326 The Dark Side of Interpersonal	3
COMM 4311 Event Planning	3
COMM 4340 Theories in Communication	3
Elective course	3
Elective course	3
<i>Credits</i>	15

Spring Semester 4

COMM 4397 Senior Capstone in Communication	3
COMM 4398 Professional Internship	3
Elective course	3
Elective course	3
Elective course	3
<i>Credits</i>	15