

## AA TO BS IN STRATEGIC COMMUNICATION

Campus		Arkansas Northeastern College Courses	Comparable A-State Course	Hours
Arkansas Northeastern College	English Composition	EN 12003 English Composition I	ENG 1003 Composition I	3
		EN 12013 English Composition II	ENG 1013 Composition II	3
		SP 12103 Intro to Communication	COMS 1203 Oral Communication	3
	Math	MA 14043 College Algebra	MATH 1023 College Algebra	3
		MA 14123 Quantitative Reasoning	MATH 1043 Quantitative Reasoning	
	Life Science	BI 14033/14041 General Biology & Lab	BIOL 1003/1001 Biological Science/Lab	4
		BI 24003/24011 Human Anatomy & Physiology/Lab	BIO 2203/2201 Human Anatomy & Physiology I/Lab	
		BI 24043/24051 Microbiology/Lab	BIO 2103/2101 Microbiology for Nursing/Lab	
	Physical Science	PS 14003/14011 Physical Science & Lab	PHSC 1203/1201 Physical Science/Lab	4
		CH 14023/14031 General Chemistry I/Lab	CHEM 1013/1011 General Chemistry I/Lab	
		PS 24023/24031 General Physics I/Lab	PHYS 2054 General Physics I	
		PS 14043/14051 Physical Geology/Lab	GEOG 1003/1001 Environmental Geology/Lab	
	US History/ Government	HI 23003 U.S. to 1876	HIST 2763 The US to 1876	3
		HI 23013 The U.S. since 1876	HIST 2773 The US since 1876	
		PO 23003 American National Govt	POSC 2103 Intro to US Government	
	World History	HI 13003 World Civilization to 1660	HIST 1013 World Civ to 1660	3
		HI 13013 World Civilization since 1660	HIST 1023 World Civ Since 1660	
	Soc. Science	SO 23013 Introduction to Sociology	SOC 2213 Intro to Sociology	6
		HI 13003 World Civilization to 1660	HIST 1013 World Civ to 1660	
		HI 13013 World Civilization since 1660	HIST 1023 World Civ Since 1660	
		HI 23003 U.S. to 1876	HIST 2763 The US to 1876	
		HI 23013 The U.S. since 1876	HIST 2773 The US since 1876	
		PO 23003 American National Government	POSC 2103 Intro to US Government	
		PY 23003 General Psychology	PSY 2013 Introduction to Psychology	
		EC 21003 Macroeconomics	ECON 2313 Prin. Of Macroeconomics	
	Literature	EN 22003 World Literature I	ENG 2003 World Lit to 1660	3
		EN 22013 World Literature II	ENG 2013 World Lit since 1660	
PH 22003 Introduction to Philosophy		PHIL 1103 Introduction to Philosophy		
Fine Arts	TH 22013 Fine Arts Theatre	THEA 2503 Fine Arts Theatre	3	
	MU 22003 Music Appreciation	MUS 2503 Fine Arts Music		
	AR 22003 Art Appreciation	ART 2503 Fine Arts Visual		
Institutional Requirement	PE 17112 Fitness for Life	PE 1002 Concepts of Fitness	2	
	PY 13002 Academic & Career Enrichment	Elective	2	
Electives	Electives	Electives	18	
A-State	Major Requirements		STCM 3133 Interactive Advertising	3
			STCM 4003 Account Planning & Management	3
			STCM 4333 Social Media Measurement	3
			STCM 2143 Strategic Writing I	3
			STCM 3043 Principles of Strategic Communication	3
			STCM 3143 Strategic Writing II	3
			STCM 3553 Strategic Visual Communication	3
			STCM 4073 Strategic Communication Law and Ethics	3
			STCM 4213 Social Media in Strategic Communication	3
			STCM 4753 Strategic Communication Case Studies	3
			STCM 4763 Strategic Communication Campaigns	3
			STCM 4773 Internship	3
			Electives in Media and/or Communication	9
	Electives*	Electives	18	

\*Must include 6-15 Upper-Level hours

Last Updated: 1/13/2020