

## AA TO BS IN STRATEGIC COMMUNICATION

Campus		North Arkansas College Courses	Comparable A-State Course	Hours
North Arkansas College	English Composition	ENGL 1013 English Composition I	ENG 1003 Composition I	3
		ENGL 1023 English Composition II	ENG 1013 Composition II	3
		SPCH 2303 Public Speaking	COMS 1203 Oral Communication	3
	Math	MAT 1223 College Algebra	MATH 1023 College Algebra	3
		MAT 1213 Quantitative Literacy	MATH 1043 Quantitative Reasoning	
	Life Science	BIOL 1004 General Biology for Non-Majors	BIOL 1003/1001 Biological Science/Lab	4
		BIOL 1014 General Biology	BIOL 1003/1001 Biological Science/Lab	
		BIOL 2014 Microbiology	BIO 2103/2101 Microbiology for Nursing/Lab	
		BIOL 2214 Anatomy & Physiology I	BIO 2203/2201 Human Anatomy & Physiology I	
	Physical Science	PHSC 1004 Fund. of Physical Science	PHSC 1203/1201 Physical Science/Lab	4
		GEOL 1014 General Geology	GEOL 1003/1001 Environmental Geology/Lab	
		PHSC 1044 Intro to Astronomy	PHYS 1103/1101 Intro to Space Science/Lab	
		CHEM 1214 Chemistry for Health-Related Professionals	CHEM 1043/1041 Fundamental Concepts of Chemistry/Lab	
		CHEM 1415 College Chemistry	CHEM 1013/1011 General Chemistry I/Lab	
	US History/ Government	PHYS 2144 University Physics	PHYS 2034 University Physics I	3
		HIST 2003 U.S. History I	HIST 2763 The US to 1876	
		HIST 2013 U.S. History II	HIST 2773 The US since 1876	
	Soc. Science	PLSC 2003 American National Govt	POSC 2103 Intro to US Government	6
		HIST 1113 History of World Civ I	HIST 1013 World Civ to 1660	
		HIST 1123 History of World Civ II	HIST 1023 World Civ Since 1660	
		SOC 2013 Introduction to Sociology	SOC 2213 Intro to Sociology	
		ECON 2313 Prin. of Macroeconomics	ECON 2313 Principles of Macroeconomics	
		HIST 2003 U.S. History I	HIST 2763 The US to 1876	
		HIST 2013 U.S. History II	HIST 2773 The US since 1876	
		PLSC 2003 American National Govt	POSC 2103 Intro to US Government	
		PSYC 2003 General Psychology	PSY 2013 Introduction to Psychology	
		ANTH 2023 Cultural Anthropology	ANTH 2233 Intro to Cultural Anthropology	
	Literature	ENGL 2213 World Literature I	ENG 2003 World Lit to 1660	3
		ENGL 2223 World Literature II	ENG 2013 World Lit since 1660	
		PHIL 1003 Introduction to Philosophy	PHIL 11013 Introduction to Philosophy	
	Fine Arts	DRAM 1003 Theatre Appreciation	THEA 2503 Fine Arts Theatre	3
		MUS 1003 Music Appreciation	MUS 2503 Fine Arts Music	
		ART 1003 Art Appreciation	ART 2503 Fine Arts Visual	
Electives	Electives	Electives	25	
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	
			STCM 4773 Internship	3
		Electives in Media and/or Communication	9	
Electives*		Electives	18	

\*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19