

# Strategic Message Design & Human Interaction

Communication Online Degree (Must be a declared online major)

Course	Title	Credits	Prerequisite	Semester Offered	Semester Taken	Grade
<b>(Program Prerequisite) Required Courses (3 hours)</b>						
COMM 1010	Essentials of Communication	3	NA	Fall, Spring, Summer		
<b>Required Courses (42 hours)</b>						
COMM 1030	Introduction to Social Media	3	NA	Fall, Summer		
COMM 1130	Writing for Communication	3	NA	Fall, Summer		
COMM 1450	Introduction to Advertising & Public Relations	3	NA	Fall, Spring		
COMM 2030	Social Media Branding	3	COMM 1030	Summer		
COMM 2110	Communication in Human Interactions	3	NA	Spring, Summer		
COMM 2900	Strategic Communication Writing	3	COMM 1130, 1450	Spring		
COMM 3080	Digital Copy Layout & Design	3	NA	Fall		
COMM 3100	Communication Theory	3	NA	Spring		
COMM 3110	Persuasion	3	NA	Spring, Summer		
COMM 3150	Nonverbal Communication	3	NA	Fall, Summer		
COMM 3900	Strategic Campaigns	3	COMM 1450, 2900	Spring		
COMM 4000	Research for Communication Careers	3	COMM 3100	Fall, Spring, Summer		
COMM 4040	Advertising Psychology	3	NA	Fall		
COMM 4280	Advertising Strategies	3	NA	Spring		

**\*All grades must be C- or better in order to count toward the major**