

Bachelor of Science with a Major in Integrative Studies

with a focus in Strategic Corporate Communication

| Communication Studies | Journalism | Choose from Recommended Options Below |
|-----------------------|-----------------|---------------------------------------|
| Advanced COMM* | Advanced JOUR** | |
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| Advanced COMM* | Advanced JOUR** | |
| COMM 2020 | JOUR 2000 | |

*See First and Last Columns on Communication Studies [Handout](#).

**See Journalism [Handout](#).

Shaded: Prerequisites to Advanced Coursework

Other Course Requirements:

UCRS 4800 & UCRS 3050 Recommended
See OCR [Handout](#) for Additional Options

| Business | Learning Technologies | Technical Communication |
|-----------|-----------------------|-------------------------|
| MKTG 3010 | LTEC 4510 | Advanced TECM |
| MGMT 4470 | LTEC 4470 | Advanced TECM |
| MGMT 3721 | LTEC 4121 | Advanced TECM |
| MKTG 3651 | LTEC 3010 | TECM 2700 |

Major Requirements

- 36 advanced hours in 3 fields of study (at least 9 advanced hours each)
- Students cannot complete 2 fields from the same College or School with the exception of CLASS
- Students are responsible for course pre-requisites not pre-major courses
- Courses cannot apply toward both an Integrative Studies field and a major/minor
- Grade of C or better required in all courses used in the 3 fields

Course Suggestions

COMM 3920: Organizational Communication
COMM 3820: Social Media Perspectives
COMM 3720: Small Group Communication
COMM 3420: Communication and New Technology
COMM 3320: Communication and Conflict Management
COMM 2020: Interpersonal Communication

JOUR 4270: Strategic Social Media
JOUR 4210: Mass Media Topics Course
JOUR 3410: Public relations for Non-Profits
JOUR 2400: Fundamentals of Public Relations Practices

MGMT 3721: Organizational Behavior
MGMT 4470: Leadership

MKTG 3651: Foundations of Marketing Practice
MKTG 3010: Professional Selling

LTEC 3010: Personal Development
LTEC 4121: Technical Presentation Skills
LTEC 4470: Human Relations in Business, Education and Industry
LTEC 4510: Communications in Business, Education and Industry

TECM 4250: Writing Technical Procedures and Manuals
TECM 4190: Technical Editing
TECM 4180: Advanced Technical Writing
TECM 3550: Content Strategy in Technical Communication
TECM 3500: Digital Media for Professional Communication
TECM 2700: Technical Writing