# Bachelor of Science with a Major in Integrative Studies
with a focus in Strategic Corporate Communication

## Communication Studies

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<thead>
<tr>
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<th>Journalism</th>
<th>Choose from Recommended Options Below</th>
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<tbody>
<tr>
<td>Advanced COMM*</td>
<td>Advanced JOUR**</td>
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<tr>
<td>COMM 2020</td>
<td>JOUR 2000</td>
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*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

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<tr>
<th>Business</th>
<th>Learning Technologies</th>
<th>Technical Communication</th>
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<tbody>
<tr>
<td>MKTG 3010</td>
<td>LTEC 4510</td>
<td>Advanced TECM</td>
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<td>MGMT 4470</td>
<td>LTEC 4470</td>
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<td>MGMT 3721</td>
<td>LTEC 4121</td>
<td>Advanced TECM</td>
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<tr>
<td>MKTG 3651</td>
<td>LTEC 3010</td>
<td>TECM 2700</td>
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## 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

Contact Integrative Studies Counselors at IGST-SOSC@unt.edu from your UNT email address and include your student ID #, full name and phone number with Strategic Corp Comm in Subject Line.
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

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