

**Important:** This degree plan is effective for those starting this degree program in fall 2019 through summer 2020. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates.

**GENERAL EDUCATION/**

**FOUNDATIONAL SKILLS REQUIREMENTS (44-47 hours)**

Course		Hrs	Sem	Grade
<b>Communication &amp; Information Literacy (13 hours)<sup>1</sup></b>				
ENGL 101	Composition & Rhetoric	3	_____	_____
INQR 101	Inquiry 101	1	_____	_____
_____	Communications Elective	3	_____	_____
_____	Information Literacy Elective <sup>2</sup>	3	_____	_____
_____	Information Literacy Elective	3	_____	_____
<b>Technological Solutions &amp; Quantitative Reasoning (4-7 hours)<sup>1</sup></b>				
UNIV 101	University Core Competencies	1	_____	_____
MATH _____	Math Elective (MATH 114 or higher)	3	_____	_____
_____	Technology Competency <sup>3</sup>	0-3	_____	_____
<b>Critical Thinking (8 hours)<sup>1</sup></b>				
RLGN 105	Intr Bwvw/Contemp Moral Issues <sup>4</sup>	2	_____	_____
RSCH 201	Research 201	3	_____	_____
_____	Critical Thinking Elective	3	_____	_____
<b>Civic &amp; Global Engagement (5 hours)<sup>1</sup></b>				
EVAN 101	Evangelism & Christian Life <sup>4</sup>	2	_____	_____
_____	Cultural Studies Elective	3	_____	_____
<b>Social &amp; Scientific Inquiry (6 hours)<sup>1</sup></b>				
_____	Natural Science Elective	3	_____	_____
_____	Social Science Elective	3	_____	_____
<b>Christianity &amp; Contexts (8 hours)<sup>1</sup></b>				
BIBL 105	Old Testament Survey	2	_____	_____
BIBL 110	New Testament Survey	2	_____	_____
THEO 201	Theology Survey I <sup>4</sup>	2	_____	_____
THEO 202	Theology Survey II <sup>4</sup>	2	_____	_____

**Major Foundational Courses (0-3 hours)**

Course		Hrs	Sem	Grade
SCOM 110	Media & Culture <sup>5</sup>	3	_____	_____

**MAJOR**

Course		Hrs	Sem	Grade
<b>Core (36 hours)</b>				
ARTS 222	Introduction to Graphic Design	3	_____	_____
ARTS 224	Media Design	3	_____	_____
ARTS 319	Mobile & Interactive Tech. Application	3	_____	_____
DMCA 499	Internship	3	_____	_____
JOUR 225	Media Writing	3	_____	_____
STCO 289	Digital Promotion Tech & Applications	3	_____	_____
STCO 307	Strategic Communication	3	_____	_____
STCO 346	Persuasive Advertising & Storytelling	3	_____	_____
STCO 348	Strategic Social Media	3	_____	_____
STCO 356	Digital/Social/Mobil Comm. Strategies	3	_____	_____
STCO 426	Creating Affiliate Loyalty in Digital Age	3	_____	_____
STCO 487	Agency/Field Projects	3	_____	_____
<b>Cognate (9 hours)</b>				
STCO 357	Public Relations & Promotion Tactics	3	_____	_____
STCO 367	Best Practices: Strategic Comm. Mgmt.	3	_____	_____
STCO 372	Employee & Organizational Comm.	3	_____	_____

**FREE ELECTIVES (25-31 hours)**

Course		Hrs	Sem	Grade
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

<p><b>Graduation Requirements</b></p> <p><b>120</b> Total Hours</p> <p><b>2.0</b> Overall grade point average</p> <p><b>30</b> Hours must be upper-level courses (300-400 level)</p> <p><b>Grade of 'C'</b> Minimum required for all upper-level courses in the major</p> <p><b>50%</b> Of major and cognate taken through Liberty University</p> <p><b>30</b> Hours must be completed through Liberty University</p> <p><b>Grad App</b> Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date</p> <p><b>CSER</b> All requirements must be satisfied before a degree will be awarded</p>
--

<p><b>Notes</b></p> <p>All applicable prerequisites must be met</p> <p><sup>1</sup>Refer to the list of approved general education electives at <a href="http://www.liberty.edu/gened">www.liberty.edu/gened</a> before enrolling in foundational skill requirements</p> <p><sup>2</sup>HIUS 221, 222 or 223 is strongly recommended</p> <p><sup>3</sup>All students must pass the Computer Assessment OR complete applicable INFT course; refer to <a href="http://www.liberty.edu/computerassessment">www.liberty.edu/computerassessment</a> for more information</p> <p><sup>4</sup>Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 and EVAN 101 waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 and THEO 202 waived</p> <p><sup>5</sup>Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at <a href="http://www.liberty.edu/gened">www.liberty.edu/gened</a></p> <p><i>Suggested Course Sequence on second page</i></p>
---

## SUGGESTED COURSE SEQUENCE

### FRESHMAN YEAR

First Semester		Second Semester	
ENGL 101	3	BIBL 105	2
EVAN 101	2	THEO 201	2
INQR 101	1	Communications Elective [SCOM 110] <sup>1</sup>	3
Math Elective <sup>1</sup>	3	Information Literacy Elective <sup>1</sup>	3
Social Science Elective <sup>1</sup>	3	Natural Science Elective <sup>1</sup>	3
RLGN 105	2	Technology Competency <sup>2</sup>	0-3
UNIV 101	1	CSER	<u>0</u>
CSER	<u>0</u>	Total	13-16
Total	15		

### SOPHOMORE YEAR

BIBL 110	2	Critical Thinking Elective <sup>1</sup>	3
RSCH 201	3	Cultural Studies Elective <sup>1</sup>	3
THEO 202	2	Information Literacy Elective <sup>1,3</sup>	3
ARTS 222	3	ARTS 224	3
JOUR 225	3	STCO 289	3
CSER	<u>0</u>	CSER	<u>0</u>
Total	13	Total	15

### JUNIOR YEAR

ARTS 319	3	STCO 346	3
STCO 307	3	STCO 348	3
Elective	3	STCO 356	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	CSER	<u>0</u>
CSER	<u>0</u>	Total	15
Total	18		

### SENIOR YEAR

STCO 357	3	DMCA 499	3
STCO 367	3	STCO 487	3
STCO 372	3	Elective	3
STCO 426	3	Elective	3
Elective	3	Elective	3
CSER	<u>0</u>	Elective	1
Total	15	CSER	<u>0</u>
		Total	16

Notes

*All applicable prerequisites must be met*

<sup>1</sup>Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling in core competency requirements

<sup>2</sup>All students must pass the Computer Assessment OR complete applicable INFT course; refer to [www.liberty.edu/computerassessment](http://www.liberty.edu/computerassessment) for more information

<sup>3</sup>HIUS 221, 222 or 223 is strongly recommended