

**Important:** This degree plan is effective for those starting this degree program in fall 2021 through summer 2022. 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	Foundational Skills	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 Bwww/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 <sup>6</sup>	3	_____
or SCOM 212	Criticism of Popular Culture <sup>7</sup>	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 <sup>6</sup>	3	_____
or SCOM 325	Interpersonal Communication <sup>7</sup>	3	_____
STCO 426	Creating Affiliate Loyalty in Digital Age <sup>6</sup>	3	_____
or SCOM 490	Crisis Comm. & Negotiation <sup>7</sup>	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	_____
or SCOM 360	Leadership & Organizational Comm. <sup>7</sup>	3	_____

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

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

**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 foundational skills requirements  
<sup>2</sup>HIUS 221, 222, or 223 is strongly recommended  
<sup>3</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>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  
<sup>5</sup>Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened)  
<sup>6</sup>Course offered in online format  
<sup>7</sup>Course offered in resident format  
 Suggested Course Sequence on second page

**Graduation Requirements**  
 120 Total Hours  
 2.0 Overall grade point average  
 30 Hours must be upper-level courses (300-400 level)  
 Grade of 'C' Minimum required for all upper-level courses in the major  
 25% Of major and cognate taken through Liberty University  
 30 Hours must be completed through Liberty University  
 Grad App Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date  
 CSER All requirements must be satisfied before a degree will be awarded

## 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 <sup>4</sup> or SCOM 212 <sup>5</sup>	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 <sup>4</sup> or SCOM 325 <sup>5</sup>	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 or SCOM 360 <sup>5</sup>	3	Elective	3
STCO 426 <sup>4</sup> or SCOM 490 <sup>5</sup>	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*

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<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

<sup>4</sup>Course offered in online format

<sup>5</sup>Course offered in resident format